



Warm Tones for Winter:
Introducing the Bang & Olufsen Limited Edition Bronze Collection



Copenhagen, 30 October 2018 – Taking inspiration from the architectural and interior trends of using warm colours and contrasting materials, Bang & Olufsen is announcing a limited-edition collection of the company’s most popular multiroom speakers. The Bronze Collection is tastefully adding alluring dark, naturally warm hues, character and even more vivid sound to the modern home.

“People are drawn to spaces and objects, where contrasts and details enhance each other. For the Bronze Collection speakers, we combined the earthy aluminium bronze tone, the epitome of warmth and timeless elegance, with bespoke multi-coloured wool yarn from Kvadrat and premium walnut wood. The bronze tone stays neutral from day to night, season to season and year to year – maintaining its elegance and splendour regardless of trends and changing fashions”, say Bang & Olufsen architects and designers Anne Mee Dybbroe Andersen and Anna-Sophia Brune.

The Bronze Collection brings together the iconic and powerful **Beoplay A9** floor speaker, the **Beoplay M5**, **Beosound 1** and **Beosound 2** with 360-degree sound as well as the all-new **Beosound Edge** speaker, designed by Michael Anastassiades for Bang & Olufsen. The overall unique monochromatic look of the collection compliments the sculptural presence of the speakers and gilds the senses of the viewer merging aesthetics, playfulness and proficient acoustics.

All the speakers in the Bronze Collection are wireless multiroom speakers, allowing you to connect the speakers to a home sound system and have Bang & Olufsen Signature Sound flow seamlessly throughout your home.

About the Bronze Reflections campaign

For the Bronze Collection campaign, London-based visual artist 30,000 fps (Thirty Thousand Frames Per Second), aka. Josh Labouve, has taken inspiration in the austere geometric forms of the five products: circles, cones, cylinders, spirals and arched lines. “The unique forms of the speakers acted as a basis for creating the animations, which themselves were founded on the minimalist geometry evident in the collection,” says Josh Labouve. The result is a series of animations visualising not only an abstract interpretation of the sculptural forms, but also a movement of sound. The glowing, graphic contours are moving in an almost hypnotising manner to a creative soundscape composed by Brighton-based Ithaca Studio.



Pricing and availability

The Bronze Collection will be available to purchase online, in Bang & Olufsen stores and selected retailers from 30 October 2018 depending on region. Beosound Edge will join the collection from December 2018. To find out more, please visit bang-olufsen.com.

- **Beoplay M5** is available for a recommended retail price of USD 599 / EUR 599 / CNY 4,798
- **Beosound 1** is available for a recommended retail price of USD 1,750 / EUR 1,500 / CNY 11,480
- **Beosound 2** is available for a recommended retail price of USD 2,250 / EUR 2,000 / CNY 15,480
- **Beoplay A9** is available for a recommended retail price of USD 2,849 / EUR 2,299 / CNY 17,880
- **Beosound Edge** is available for a recommended retail price of USD 3,500 / EUR 3,250 / CNY 24,980

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using **#BeoBronze**

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company.

The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship.

The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs over 1,000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.