

# RIMOWA × BANG & OLUFSEN

CLOSER TO THE JOURNEY:

BANG & OLUFSEN AND RIMOWA EXPLORE THE UNIQUE LINK BETWEEN SOUND AND TRAVEL



**Copenhagen, March 27, 2019.** Bang & Olufsen is proud to announce its first collaboration with global leader in premium luggage, RIMOWA. Rooted in design, craftsmanship, and innovation, the two iconic brands with strong ties to aluminium have joined forces for a partnership that celebrates the unique link between sound and travel.

Together, RIMOWA and Bang & Olufsen have created a pair of limited-edition Beoplay H9i headphones that hone in on the craftsmanship that characterises the two brands. Made from authentic and long-lasting materials such as anodised aluminium and genuine leather, the RIMOWA x Bang & Olufsen Beoplay H9i headphones are housed in a signature RIMOWA aluminium case and come in a warm light grey colour that accentuates the aluminium expression. With powerful and precise Bang & Olufsen Signature Sound, the wireless Beoplay H9i headphones feature active noise cancellation and an innovative touch interface.

“RIMOWA and Bang & Olufsen share a passionate approach to purposeful and elegant design. Both of them celebrate aluminium in their products,” said Alexandre Arnault, CEO of RIMOWA. “To strengthen the natural relationship between sound and travel, we have proudly partnered to create the RIMOWA x Bang & Olufsen Beoplay H9i headphones.”

With a common appreciation for craftsmanship, beautiful materials, and luxurious design, Bang & Olufsen and RIMOWA are uniquely attuned to those who value rich sound in the same way they value purposeful travel experiences. Together, they represent movement and a unique vision of elevated contemporary timelessness.

“For over 90 years, Bang & Olufsen has striven to be more than an audio company, a brand that stimulates people’s lives through a passion for sound, design & craftsmanship. With RIMOWA being much more than a luggage company, but a brand that makes travel an art and that disrupts its own marketplace, we are honoured and proud to have an ideal partner. The first materialisation of our collaboration, the RIMOWA edition of our flagship Beoplay H9i headphones and exclusive RIMOWA carrying case, will make the world travel at the speed of sound,” said John Mollanger, Executive Vice President, President Brand and Markets at Bang & Olufsen.

To celebrate their shared ideas, RIMOWA and Bang & Olufsen have invited famed LA-based Swedish composer and record producer, Ludwig Göransson, to reflect on his music, his travel, and the importance they’ve had in his pursuit of mastery. A frequent traveller, ardent multi-instrumentalist, and Academy Award- and triple Grammy-winning producer for his work with Childish Gambino and the movie Black Panther, Ludwig opens up to RIMOWA and Bang & Olufsen about his approach to finding balance and sense of place through sound.

An intimate interview and video portrait of Ludwig’s relationship with music, travel, and life in LA, will be available online at [bang-olufsen.com](http://bang-olufsen.com) and [rimowa.com](http://rimowa.com).

#### **Pricing and availability**

The limited edition RIMOWA x Bang & Olufsen Beoplay H9i headphones will be available at a recommended retail price of EUR 800 / USD 900 / GBP 750 starting April 15, 2019, in select Bang & Olufsen and RIMOWA stores, online at [bang-olufsen.com](http://bang-olufsen.com) and [rimowa.com](http://rimowa.com), as well as in a few select third-party retailers.

#### **For further information, please contact:**

Andra Gavrilesco

Global Brand PR Manager, Global Marketing

Email: [anga@bang-olufsen.dk](mailto:anga@bang-olufsen.dk)

Phone: +45 2869 0208

#### **INFORMATION, SOCIAL CHANNELS AND IMAGES:**

Follow the conversation at [@bangolufsen](https://www.instagram.com/bangolufsen) on [Instagram](https://www.instagram.com/bangolufsen), [Facebook](https://www.facebook.com/bangolufsen), [Twitter](https://twitter.com/bangolufsen) and [YouTube](https://www.youtube.com/bangolufsen)

Download high resolution images on [www.flickr.com/photos/bangandolufsen](https://www.flickr.com/photos/bangandolufsen)

More information about Bang & Olufsen: [www.bang-olufsen.com](http://www.bang-olufsen.com)

#### **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.

[bang-olufsen.com](http://bang-olufsen.com)

#### **ABOUT RIMOWA**

RIMOWA is a global leader in premium luggage. Since 1898, it has placed quality and innovation at its core, creating luggage for the discerning, purposeful traveller. Inspired by the aeroplanes of the pioneering era of aircraft construction, in 1937, RIMOWA introduced aluminium into the manufacture of its suitcases, revolutionising the industry and creating their iconic design with parallel grooves. In 2000, they pioneered again, creating the first polycarbonate case on the market. Designed and engineered in Germany, RIMOWA combines heritage and craftsmanship with the rigours of modern technology. In 2017, RIMOWA joined LVMH Group.

[rimowa.com](http://rimowa.com)