



August 29, 2018

BANG & OLUFSEN ANNOUNCES THE AUTUMN/WINTER 2018 COLLECTION: ORIGINS



The Autumn/Winter 2018 Collection will be available worldwide from September 13, 2018. More info at www.beoplay.com

Copenhagen, August 29, 2018 – Bang & Olufsen has launched the Autumn/Winter 2018 Collection, a range of limited-edition premium headphones, speakers, and the latest wireless earphones, inspired by the global fashion and interior colour trends of the season. The AW18 Collection pays tribute to the rich colours found in the ancient natural world, taking its inspiration from the old city of Marrakesh, with its timeless colours, textures, and hues – rich, warm, and harmonious. The products themselves are a stunning juxtaposition of past and future – beautiful technology combined with colours grounded in the past and inspired by our origins.

The AW18 colour palette includes Dark Plum, a rich, saturated colour inspired by the fruits of the souk, ancient ceramic pots, and Moroccan carpets; Terracotta, a warm, earthy shade resembling terracotta walls and tiles, clay and spices; and Limestone, a light, natural colour inspired by the vast sand dunes and the light of the desert.

The seasonal Autumn/Winter 2018 Collection consists of:

- Beoplay E6 – Lightweight, in-ear wireless earphones with rich Bang & Olufsen Signature Sound, and a secure, ergonomic fit for an active on-the-go lifestyle. With a strong bass and packing a sound punch way beyond its size, Beoplay E6 is designed to impress the most demanding music lover. Designed by Jakob Wagner.
AW18 colours: Dark Plum.
- Earset – Premium wireless earphones delivering state-of-the-art wireless audio technology. Crafted for comfort, with an engineered precision fit and an adjustable earhook wearing style, Earset is made for those on the go who value a design icon to match their sophisticated style.
AW18 colours: Limestone.
- Beoplay H9i – Luxurious, wireless headphones with an over-ear wearing style. Beoplay H9i combines Advanced Active Noise Cancellation, an innovative aluminium touch interface, and Bang & Olufsen Signature Sound. No noise, just pure music. Designed by Jakob Wagner.
AW18 colours: Limestone and Terracotta.

- Beoplay P6 – Powerful and portable Bluetooth speaker designed by award-winning designer Cecilie Manz. It delivers a rich acoustic experience, while True360 sound ensures an even sound dispersion. For anyone wanting to experience the renowned Bang & Olufsen Signature Sound anywhere in the home – or around it.

AW18 colours: Dark Plum and Limestone.

Pricing and availability

The recommended retail price for the AW18 Collection is as follows:

Beoplay E6: EUR 299 / USD 299 / GBP 269 / CHF 299 / DKK 2.299

Earset: EUR 299 / USD 299 / GBP 269 / CHF 299 / DKK 2.299

Beoplay H9i: EUR 499 / USD 499 / GBP 499 / CHF 499 / DKK 3.799

Beoplay P6: EUR 399 / USD 399 / GBP 349 / CHF 399 / DKK 2.999

The AW18 Collection will be available from September 13, 2018, at www.beoplay.com/collection, selected Bang & Olufsen stores and selected third party retailers worldwide.

For further information, please contact:

Andra Gavrilesco

Global Brand PR Manager, Global Marketing

Email: anga@bang-olufsen.dk

Phone: +45 2869 0208

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INFORMATION, SOCIAL CHANNELS AND IMAGES:

More information about Bang & Olufsen: www.bang-olufsen.com

Download High Res images: <http://mediacenter.bang-olufsen.com>

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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.