

B&O PLAY LAUNCHES THE SPRING/SUMMER 2018 COLLECTION: INSPIRED BY THE OCEAN



The SS18 Collection is available worldwide from March 15, 2018.

Copenhagen, 15 March 2018 – B&O PLAY today announces the Spring/Summer 2018 Collection with a seasonal range of limited edition premium headphones and speakers inspired by the vibrant and powerful colours of the ocean. The SS18 Collection invites people to be inspired by the products and their colours, to take time to roam, to explore and find space by the ocean. In this beautiful and ever-changing environment, shaped by the motion of the sea, powerful and refreshing, yet calm and peaceful, the individual finds the music, the time and the energy to be transformed by the experience. To make waves.

The new seasonal colour palette includes Aloe, a light, natural green shade resembling a fresh ocean crest, Steel Blue, a dark turquoise shade, just like the ocean at night, and Teal, a rich, dark green shade inspired by a rising wave.

The Spring/Summer 2018 Collection consists of:

- Beoplay H4 – Wireless headphones with focus on pure sound, pure materials and pure expression. Made for those who value iconic simplicity and like to travel lightly and move freely. Designed by Jakob Wagner.
SS18 colours: Aloe and Steel Blue.
- Beoplay P2 – Truly personal and fully portable speaker, with smart connect features activated with a tap or a shake. Fitting easily into a bag or pocket, it's ideal for those always on-the-go. Designed by Cecilie Manz.
SS18 colours: Teal.
- Beoplay A1 – Portable Bluetooth speaker in a beautiful design by Cecilie Manz, with category-breaking performance, and packing a punch way beyond its size. For those who care about great design and sound on-the-go. *SS18 colours: Aloe and Steel Blue.*

Pricing and availability

The recommended retail price for the SS18 Collection is as follows:

Beoplay H4: EUR 299 / USD 299 / GBP 249 / CHF 299 / DKK 2.299

Beoplay A1: EUR 249 / USD 249 / GBP 229 / CHF 249 / DKK 1.999

Beoplay P2: EUR 169 / USD 169 / GBP 149 / CHF 169 / DKK 1.299

The SS18 Collection will be available from March 15 2018 at www.beoplay.com/collection, selected Bang & Olufsen stores and selected third party retailers worldwide.

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INFORMATION AND CONTACT:

Find out more about B&O PLAY at: www.beoplay.com

Download High Res images: www.flickr.com/beoplay

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ABOUT B&O PLAY

B&O PLAY is considered one of the leading global audio lifestyle brands. Founded in 2012 as a sister company to world renowned Bang & Olufsen, B&O PLAY is firmly grounded in 90 years of design excellence, craftsmanship and product innovation. We don't just make headphones, we don't just design speakers and we are not simply in the business of electronics. We are in the business of goosebumps. Get yours at www.beoplay.com