

BANG & OLUFSEN ANNOUNCES THE SPRING/SUMMER 2019 COLLECTION: SCANDINAVIAN SUMMER



Copenhagen, March 21, 2019. The new Spring/Summer 2019 Collection from Bang & Olufsen celebrates the subtle colours of Scandinavian summer – that refreshing sense of vitality as the bleak, cold months of winter give way to the bright, warm season of long days and new life.

The limited-edition SS19 Collection includes a range of premium headphones, speakers and accessories in a new, ethereal colour scheme that eases from the ground, through the forest and up into the pale blue sky. The SS19 colours include Clay, a deep and natural colour inspired by the earthy tones of Scandinavian summer and dramatic seaside cliffs; Pine, a dark green that brings to mind the crisp freshness and deep contrasts of the Scandinavian forest; and Sky, a light blue tone with a cool sense of breezy summer afternoons.

The seasonal Spring/Summer 2019 Collection consists of:

- Beoplay E6 – Lightweight, in-ear wireless earphones with rich Bang & Olufsen Signature Sound, and a secure, ergonomic fit for an active lifestyle. With a strong bass and rich dynamic sound, Beoplay E6 is designed to impress the most demanding music lover. Made with durable materials in a splash and dust resistant design.

SS19 colours: Sky.

- Beoplay H9i – Bang & Olufsen’s top-of-the-line, wireless headphones with an over-ear wearing style and soft leather cushions. Beoplay H9i combines Active Noise Cancellation, an innovative aluminium touch interface, and Bang & Olufsen Signature Sound. No noise, just pure music. Up to 18 hours of playtime.
SS19 colours: Clay and Pine.
- Beoplay A1 – A truly portable Bluetooth speaker for music and calls. With category-breaking performance, and packing a punch way beyond its size, Beoplay A1 is the ideal speaker to have with you on the go. Made for people who really care about great sound and design.
SS19 colours: Clay, Pine and Sky.
- Accessories – A delicate pouch for earphones and a bag for your headphones, made with Ria fabric from the Kvadrat/Raf Simons collection. The use of colour in Ria takes inspiration from Pointillism, the technique through which vibrant fields of colour are built up in precise, individual dots.

Pricing and availability

The recommended retail price for the SS19 Collection is as follows:

Beoplay E6: EUR 300 / USD 300 / GBP 275 / CHF 300 / DKK 2.300

Beoplay H9i: EUR 500 / USD 499 / GBP 450 / CHF 500 / DKK 3.800

Beoplay A1: EUR 250 / USD 250 / GBP 230 / CHF 250 / DKK 2.000

Headphone bag, Ria by Kvadrat / Raf Simons: EUR 125 / USD 125 / GBP 100 / CHF 150 / DKK 900

Earphone pouch, Ria by Kvadrat / Raf Simons: EUR 60 / USD 60 / GBP 55 / CHF 70 / DKK 450

The SS19 Collection will be available from March 21st, 2019, at www.bang-olufsen.com/collection/ss19, select Bang & Olufsen stores, and select third party retailers worldwide.

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INFORMATION, SOCIAL CHANNELS AND IMAGES:

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #BangOlufsenSS19

Download high resolution images on www.flickr.com/photos/bangandolufsen

More information about Bang & Olufsen: 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.