

1017 A L Y X 9SM

BANG & OLUFSEN

1017 ALYX 9SM and Bang & Olufsen are collaborating on a pair of limited-edition **BEOPLAY E8 MOTION 1017 ALYX 9SM EDITION BLACK** wireless earbuds and leather charging case.

The collaboration will launch during the 1017 ALYX 9SM Paris Pop up on January 16th and featured in the Autumn/Winter 2020 show taking place during Men's Paris Fashion week this January. 1017 ALYX 9SM's focus on the concepts of modern craftsmanship and innovation forms a unique perspective on modern fashion. With craftsmanship and innovation at its core, the collaboration beautifully bridges fashion and technology.

The BEOPLAY E8 MOTION 1017 ALYX 9SM EDITION BLACK is an exclusive edition with ALYX and B&O monogram logos printed on the earbuds, logo embossed on the leather charging case and engraving on the aluminum inside

The earbuds are finely tuned by Bang & Olufsen sound engineers for a dynamic and authentic listening experience. With the Bang & Olufsen App you can adjust the sound profile of the earbuds to match your current activity. Different sizes of ear fins and tips let you customize the earphones to find a comfortable and secure fit. Touch controls give you access to essential features on your smartphone, and Transparency Mode allows you to tune into your surroundings.

The BEOPLAY E8 MOTION 1017 ALYX 9SM EDITION BLACK (RRP 400 USD, 400 EUR, 3,000 DKK) will be available at the 1017 ALYX 9SM Paris Pop Up, alyxstudio.com, highsnobiety.com, bang-olufsen.com and select Bang & Olufsen accounts in Denmark, Italy, France, UK, Germany, Netherlands, US, Canada and Japan.

The collaboration also includes a leather mini bag for the E8 motion earbuds which features a double strap and the iconic 1017 ALYX 9SM buckle (RRP 375 EUR, 400 USD, 3,000 DKK). This will be available exclusively at the 1017 ALYX 9SM Paris Pop Up, and select Bang & Olufsen accounts.

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) and @alyxstudio on [Instagram](#) using #BangOlufsen1017ALYX9SM

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ABOUT 1017 ALYX 9SM AND MATTHEW WILLIAMS

Raised in California, Chicago-born creative director Matthew M. Williams has worked with top talents from the worlds of art, music, photography and fashion throughout his decade-long career, shaping a refined aesthetic universe grounded in creative repurpose, innovation and craftsmanship.

A keen interest in the creative process of fashion has led Williams towards extensive research and development into garment construction and greater fashion philosophy. Starting with his debut women's ALYX Autumn Winter 2015 collection, the comprehensive ready-to-wear, accessories, and shoe collections have grown to include full men's and women's collections, as well as collaborations with the likes of Nike, Dior, Moncler, and Mackintosh. Williams' inclusion of utilitarian influence, his work within the entertainment industry, and in-depth knowledge of technology, craftsmanship and fabrication unite to inform a unique perspective of modern fashion. Today Williams lives and works in Milan, Italy.

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 +900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.