

Sound meets fashion

Sennheiser's new MOMENTUM On-Ear

Wedemark, 9 July 2013 – Delighting ears and turning heads: Sennheiser's MOMENTUM On-Ear headphones see the audio specialist getting seriously fashionable. The newest addition to Sennheiser's MOMENTUM family debuts in a palette of fresh, pastel colours that's right in step with the latest fashion collections. To celebrate the launch of the headphones, renowned photographer Alexander Gnädinger worked with three established fashion bloggers from different countries to create personal portraits reflecting the colours and the style of the new MOMENTUM On-Ear.

Injecting bright, beautiful colour into Sennheiser's range of headphones, the new MOMENTUM On-Ear is crafted from the finest materials and available in four colours, inspired by an international team of design experts and trend scouts. With versions in blue, green, pink and ivory, the pastel shades define an emerging trend for subtler colour that is a key look in the current fashion collections.

The look, the feel, the sound



As well as exciting those with an eye for style, the MOMENTUM On-Ear headphones are a tactile delight: They feature a headband and earpads finished in high-tech Alcantara®, a specialised luxury material loved by designers and automotive upholsterers for its unique combination of softness, durability, and breathable comfort. While providing supreme comfort, the

Alcantara® earpads isolate the listener for a great listening experience on the move, even in noisy urban environments. Lightweight sliders of premium brushed stainless steel complete the high end look.

Seriously stylish does not mean compromising on sound. The MOMENTUM On-Ear headphones deliver a sound experience that one would expect from audio specialist Sennheiser. The high performance transducer system offers an uncompromising sound performance: Rich, detailed and with a slight bass emphasis.

Inspired by fashion, inspiring the fashionable

To reflect idea and vision behind the MOMENTUM On-Ear, Sennheiser has worked with Alexander Gnädinger, a renowned photographer in the field of fashion and lifestyle, to explore how the unique colours and styling of the headphone range could



inspire international fashion bloggers. Starting with a pair of MOMENTUM On-Ear headphones in the colours that best matched their own distinctive style, bloggers Luke Todd from the UK's "FashionBeans", Haleigh Walsworth from France's "Making Magique", and Anna Frost from Germany's "Fashionpuppe" were invited to work with the photographer to art direct and model in their own photoshoots.

Alexander Gnädinger explains how the vision came together: "It was very interesting to work with the three different bloggers, to look at them, learn from them, work with their style and then jointly create a personal portrait, related to fashion, music and the new Sennheiser headphones."



"I really like the MOMENTUM On-Ear. It creates the link between fashion and music. Where it has always existed it's now shown in a physical form – it looks good, with great colours and the sound is brilliant. It really cements the bond between the two," says FashionBeans' Luke Todd.

The new headphones feature a single sided detachable cable with convenient in-line remote and mic for Apple iDevices, for easy control over music playback and to make and receive calls on the go.

About Sennheiser

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. In 2012 the family company, which was founded in 1945, achieved a turnover of around 584 million euros. Sennheiser employs more than 2,300 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Switzerland and Liechtenstein, Germany, Denmark

(Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

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Captions:

Application_Anna Frost_MOMENTUM On-Ear Green.jpg: "Fashionpuppe" Anna Frost's photoshoot inspired by the MOMENTUM On-Ear in green.

Bts_Alexander Gnaedinger.jpg: Photographer Alex Gnädinger shoots for Sennheiser.

Application_Luke Todd_MOMENTUM On-Ear Blue 1.jpg: FashionBeans' Luke Todd in front of a visualization of sound with the MOMENTUM On-Ear.