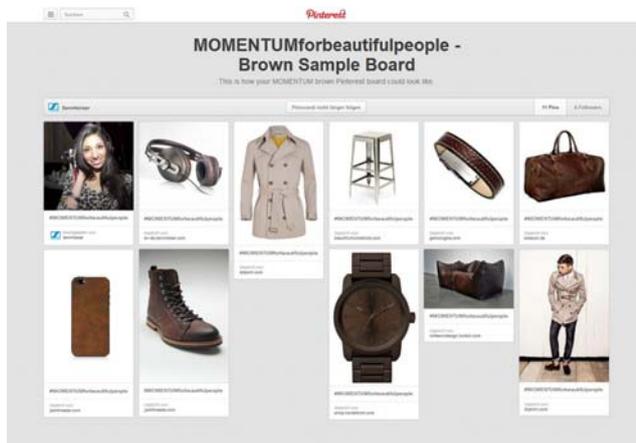


Get inspired by great sound and great looks: Sennheiser and fashion label Drykorn explore the design language of the MOMENTUM headphones on Pinterest

Wedemark, 22 April 2013 – You believe in purism and the individual? Audio specialist Sennheiser and the fashion label Drykorn invite those with an eye for essential style to enter their 'MOMENTUM for beautiful people' competition for a chance to win a pair of MOMENTUM headphones in combination with a Drykorn clothing voucher worth €500.



The [Pinterest competition](#) celebrates the new Sennheiser MOMENTUM headphones – a unique fusion of sound and style. The MOMENTUM offers a pure, mature look that appeals to those who know not only excellent sound, but also good design. Alongside Sennheiser's minimalist headphones, the

'MOMENTUM for beautiful people' boards will include items from fashion label Drykorn, showcasing selected pieces from its striking 2013 collection.

To enter the competition, people who share that vision are being invited to create Pinterest mood boards that showcase designs, fashion ideas and products that they feel complement the new MOMENTUM headphones and this season's Drykorn styles.

How it works? Just repin one of the MOMENTUM versions with complementary clothing or accessories from Drykorn. Then, its time to exercise your good taste! Find 5-10 items to pin on your personal mood board that best reflect the lifestyle and look of our signature items. Make sure to tag all the items pinned to your board with the hashtag #MOMENTUMforbeautifulpeople – then you're ready to submit the URL of your board to us. As inspiration, Sennheiser has created pinboards for both the MOMENTUM Black and MOMENTUM Brown including matching Drykorn items, showcasing the pure design language and vision behind the award-winning headphones.

So what will your mood board feature?

Perhaps it's a leather jacket, a piece of furniture or a watch. Or maybe your vision is of elegant modernist architecture or a concept car straight from the future. Show us your idea of the world of MOMENTUM and its distinctive pure aesthetic. A jury of experts will judge if your style makes



the grade – and they should know: The judging panel includes Marcus Luft, Fashion Director for German Gala and Gala Style magazines as well as TV presenter Alexander Mazza. Four winning style boards will be chosen and each winner will receive a pair of Sennheiser MOMENTUM headphones and Drykorn vouchers worth €500.

“Sennheiser’s MOMENTUM headphones draw the eye through pure, essential design. Their look and high quality materials are a powerful statement of their performance – where style speaks of substance. Together with Drykorn we look for individuals that share our design vision and speak the language of MOMENTUM”, says Marco Brinkmann, Teamleader New Media at Sennheiser electronic. “Drykorn’s 2013 collection is defined by elegant silhouettes and graphic art deco stylistics for a look that is both classic and contemporary,” said Marino Edelman, Head of Distribution and Marketing at DRYKORN. “The timeless feel, attention to detail and high quality materials that define our label is reflected in Sennheiser’s MOMENTUM.”

Interested? Follow Sennheiser on Pinterest ([www.pinterest.com/sennheiser](http://www.pinterest.com/sennheiser)) or Facebook page ([www.facebook.com/Sennheiser](http://www.facebook.com/Sennheiser)). The MOMENTUM Style competition on Pinterest will run between 22 April and 6 June.

#### **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 2011 the family company, which was founded in 1945, achieved a turnover of around 531 million euros. Sennheiser employs more than 2,100 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 [www.sennheiser.com](http://www.sennheiser.com).

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Photo caption 1: Sample board of Sennheiser competition including the MOMENTUM brown headphone and matching DRYKORN clothes

Photo caption 2 (left): Jury member, TV presenter Alexander Mazza

Photo caption 3 (right): Jury member, Gala Fashion Director Marcus Luft