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DIOR HOMME X SENNHEISER

AN UNPARALLELED SENSUAL EXPERIENCE

AUDIO SPECIALIST AND COUTURE HOUSE COMBINE LUXURY DESIGN AND HIGH-END AUDIO FOR SPECIAL DIOR HOMME X SENNHEISER EDITIONS

PARIS/WEDEMARK, 12 MAY 2017 – LEGENDARY COUTURE MANUFACTURER DIOR HOMME AND AUDIO SPECIALIST SENNHEISER HAVE COLLABORATED TO MAKE THE ULTIMATE APPEAL TO THE SENSES: DIOR HOMME X SENNHEISER, A COLLECTION OF PIECES WHOSE SONIC PERFORMANCE IS EVERY BIT AS FINE AS THEIR STREAMLINED DESIGN. THE COLLECTION INCLUDES SPECIAL EDITIONS OF THE REFERENCE CLASS SENNHEISER HD 800 S HEADPHONES, THE HDVD 800 HEADPHONE AMPLIFIER, THE PXC 550 WIRELESS NOISE-CANCELLING TRAVEL HEADPHONES AND THE HIGH-END IE 800 EAR-CANAL HEADPHONES. EACH MODEL FEATURES AN EXCLUSIVE FINISH BY DIOR HOMME – AN ELEGANT BLACK AND ANTHRACITE DESIGN THAT IS THRILLINGLY ACCENTUATED WITH SIGNATURE RED DETAILING. THE SPECIAL EDITIONS ARE AVAILABLE AS PART OF FOUR SOLUTIONS – HOME, TRAVEL, DAILY AND POCKET – EACH OF WHICH PRESENT SENNHEISER'S PRODUCTS IN AN EXQUISITELY CRAFTED RANGE OF DIOR HOMME STORAGE FURNITURE, LEATHER BAGS AND POUCHES.

STEMMING FROM THE INSTÉTERNEL INITIATIVE OF GERMAN EXCELLENCE FORUM MEISTERKREIS AND ITS FRENCH PENDANT COMITÉ COLBERT, THE COLLABORATION BETWEEN SENNHEISER AND DIOR HOMME REPRESENTS A CREATIVE MEETING OF MINDS FROM LEADERS IN THE WORLD OF AUDIO AND FASHION. THROUGH CEASELESS INNOVATION TO DELIVER THE ULTIMATE AUDIO EXPERIENCE, SENNHEISER HAS BECOME THE CHOICE OF THE DISCERNING AUDIO CONNOISSEUR. NOW, THE AUDIO SPECIALIST'S DEDICATION TO EXCELLENCE HAS FOUND ITS MATCH IN THE COLLABORATION WITH LEGENDARY COUTURE MANUFACTURER DIOR, AS OLIVER BERGER, HEAD OF GLOBAL DESIGN MANAGEMENT AT SENNHEISER, EXPLAINS: *"LIKE SENNHEISER, DIOR HAS A PROUD SEVEN-DECADE HISTORY OF UNCOMPROMISED CRAFTSMANSHIP AND EXCELLENCE. WE HAVE COMBINED OUR RESPECTIVE AREAS OF PASSION AND EXPERTISE TO MAKE THE ULTIMATE APPEAL TO THE SENSES. THE DIOR HOMME X SENNHEISER COLLECTION COMBINES SOPHISTICATED BOLD AESTHETICS, EXQUISITE MATERIALS AND THE CUTTING EDGE OF AUDIO TECHNOLOGY."*

COMMENTING ON THE COLLABORATION, KRIS VAN ASSCHE, ARTISTIC DIRECTOR OF DIOR HOMME, EXPLAINS: *"MUSIC HAS ALWAYS BEEN AN INTEGRAL PART OF MY CREATIVE PROCESS AND ALSO AN EXTENDED JOURNEY DURING MY SHOWS. THE COLLABORATION WITH SENNHEISER SEEMED AS A NATURAL AND A LOGICAL OUTCOME."*

THE ULTIMATE COLLECTION FOR UNCOMPROMISED SOUND AND STYLE AT HOME OR ON THE MOVE

THE DIOR HOMME X SENNHEISER COLLECTION HAS BEEN TAILORED WITHOUT COMPROMISE TO ENSURE THAT CONNOISSEURS OF COUTURE AND MUSIC CAN ENJOY PERFECT SOUND WHETHER AT HOME OR TRAVELING. THE COLLECTION COMPRISES FOUR SOLUTION PACKAGES – HOME, TRAVEL, DAILY AND POCKET.

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THE **HOME SOLUTION** OFFERS THE ULTIMATE SENSUAL JOURNEY INTO SOUND, CATERING TO EVERY LISTENING REQUIREMENT WITH ALL FOUR PRODUCTS. EVEN BEFORE A SINGLE NOTE IS HEARD, THE SOLUTION HAS BEEN CRAFTED TO ASTONISH AND DELIGHT: DIOR HOMME HAS CREATED EXCLUSIVE STORAGE FURNITURE FOR THE SPECIAL EDITIONS OF THE HD 800 S AND HDVD 800 THAT CONVEYS AN UNPARALLELED SENSE OF OCCASION. SLIDE OPEN THE DRAWER UNITS PADDED WITH THE FINEST CALFSKIN LEATHER TO REVEAL THE HD 800 S – SENNHEISER'S REFERENCE-CLASS OPEN HEADPHONES. PRECISION BUILT TO DELIVER SOUND THAT IS AS NATURAL AS POSSIBLE AND TRUE IN EVERY DETAIL, THEY ARE BELOVED BY AUDIOPHILES. THE SPECIAL EDITION IS CUSTOM-FINISHED BY DIOR HOMME, FEATURING BLACK, ANTHRACITE AND BRUSHED METAL WITH BOLD RED DETAILING. TO ENSURE AN UNEQUALLED LISTENING EXPERIENCE AT HOME, THESE EXCEPTIONAL HEADPHONES ARE PAIRED WITH SENNHEISER'S HDVD 800 HEADPHONE AMPLIFIER IN MATCHING DIOR HOMME FINISH.

THE HOME SOLUTION ALSO INCLUDES THE PXC 550 WIRELESS AND THE IE 800, OFFERING TWO OUTSTANDING OPTIONS FOR PERFECT SOUND AND STYLE ON THE MOVE. THE SPECIAL EDITIONS OF BOTH PRODUCTS ARE PRESENTED IN BEAUTIFUL LEATHER POUCHES FROM DIOR HOMME.



THE DIOR HOMME X SENNHEISER COLLECTION COMPRISES FOUR SOLUTION PACKAGES – HOME, TRAVEL, DAILY AND POCKET – WITH THE HOME SOLUTION CATERING TO EVERY LISTENING REQUIREMENT WITH ALL FOUR PRODUCTS.

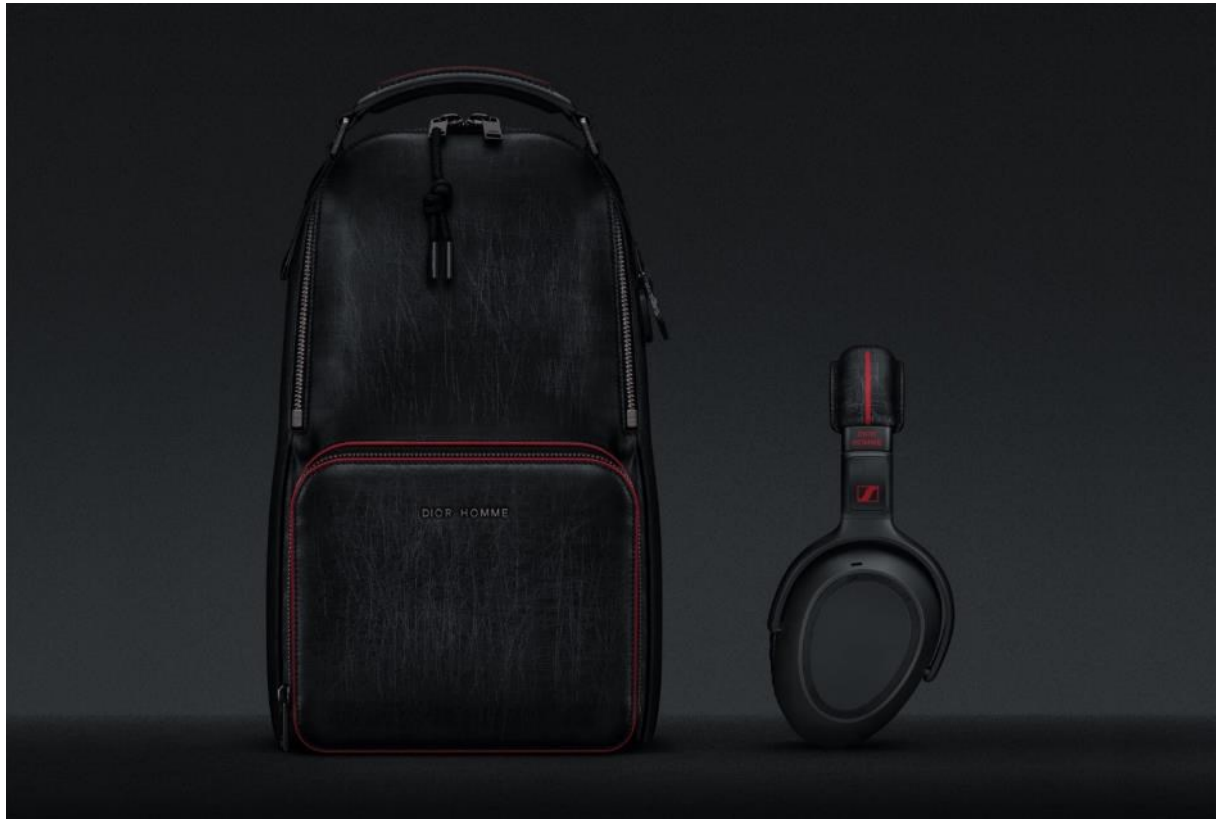
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NO BETTER WAY TO TRAVEL IN STYLE

THREE EXCEPTIONAL SOLUTIONS HAVE BEEN CREATED FOR THOSE WISHING TO TAKE THE DIOR HOMME X SENNHEISER EXPERIENCE WITH THEM WHEREVER THEY GO.

THE **TRAVEL SOLUTION** PRESENTS SENNHEISER'S PXC 550 WIRELESS WITH AN EXQUISITE DIOR HOMME FINISH, STORED IN A BEAUTIFULLY CRAFTED BACKPACK OF FINEST LEATHER. THE TRAVEL HEADPHONES DELIVER SENNHEISER'S RENOWNED HIGH-QUALITY SOUND WITH ADAPTIVE NOISE CANCELLATION THAT CAN CREATE AN OASIS OF CALM IN ANY ENVIRONMENT. MEANWHILE, AN EXTRAORDINARY 30-HOUR BATTERY LIFE OFFERS LONG-HAUL PERFORMANCE. THE EXCLUSIVE DESIGN ON THE OUTSIDE IS COMPLEMENTED BY PERFECTLY TAILORED SOUND, WITH A SPECIAL DIOR HOMME EDITION OF SENNHEISER'S CAPTUNE™ APP THAT LETS ONE EFFORTLESSLY PERSONALIZE THE LISTENING EXPERIENCE.



THE TRAVEL SOLUTION PRESENTS SENNHEISER'S PXC 550 WIRELESS WITH AN EXQUISITE DIOR HOMME FINISH, STORED IN A BEAUTIFULLY CRAFTED BACKPACK OF FINEST LEATHER.

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THE DIOR HOMME EDITION OF THE PXC 550 WIRELESS IS ALSO AVAILABLE AS PART OF THE **DAILY SOLUTION**, WHICH PRESENTS ALL THE STYLE, COMFORT AND SOUND OF THE DIOR HOMME EDITION IN A SOFT BLACK AND RED LEATHER CLUTCH CASE.

FOR THE ULTIMATE IN PORTABILITY, THE **POCKET SOLUTION** PROVES THAT SIZE IS NO BARRIER TO GREAT SOUND OR GREAT STYLE. IT INCLUDES THE HIGH-END SENNHEISER IE 800 EAR-CANAL HEADPHONES IN A SPECIALLY DESIGNED DIOR HOMME FINISH WITH AN EYE-CATCHING TRI-COLOR CABLE AND A MATCHING BLACK AND RED STORAGE POUCH CRAFTED FROM FINE LEATHER.



THE NEW DIOR HOMME X SENNHEISER SOLUTIONS WILL BE SHOWCASED AND AVAILABLE TO PURCHASE FROM DIOR BOUTIQUES AND IN THE SENNHEISER STORES FROM MID-JUNE.

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ABOUT DIOR HOMME

DIOR HOMME IS THE MENSWEAR DIVISION OF FRENCH COUTURE HOUSE CHRISTIAN DIOR. WITH HIS DEBUT COLLECTION IN 1947, CHRISTIAN DIOR CHANGED THE RULES OF ELEGANCE AROUND THE WORLD. TODAY, THIS VISION CONTINUES TO BE EXPLORED BOLDLY AND IMAGINATIVELY. SINCE SPRING/SUMMER 2008, DIOR HOMME HAS BEEN UNDER THE CREATIVE DIRECTION OF KRIS VAN ASSCHE.

ABOUT SENNHEISER

AUDIO SPECIALIST SENNHEISER IS ONE OF THE WORLD'S LEADING MANUFACTURERS OF HEADPHONES, MICROPHONES AND WIRELESS TRANSMISSION SYSTEMS. BASED IN WEDEMARK NEAR HANOVER, GERMANY, SENNHEISER OPERATES ITS OWN PRODUCTION FACILITIES IN GERMANY, IRELAND AND THE USA AND IS ACTIVE IN MORE THAN 50 COUNTRIES. WITH 19 SALES SUBSIDIARIES AND LONG-ESTABLISHED TRADING PARTNERS, THE COMPANY SUPPLIES INNOVATIVE PRODUCTS AND CUTTING-EDGE AUDIO SOLUTIONS THAT ARE OPTIMALLY TAILORED TO ITS CUSTOMERS' NEEDS. SENNHEISER IS A FAMILY OWNED COMPANY THAT WAS FOUNDED IN 1945 AND WHICH TODAY HAS 2,750 EMPLOYEES AROUND THE WORLD THAT SHARE A PASSION FOR AUDIO TECHNOLOGY. SINCE 2013, SENNHEISER HAS BEEN MANAGED BY DANIEL SENNHEISER AND DR. ANDREAS SENNHEISER, THE THIRD GENERATION OF THE FAMILY TO RUN THE COMPANY. IN 2015, THE SENNHEISER GROUP HAD SALES TOTALLING €682 MILLION. WWW.SENNHEISER.COM

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