

Bang & Olufsen's Mediacenter

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BeoSound 2 Leather Bag

Bang & Olufsen in a creative mood

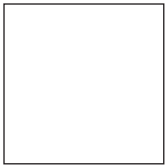
At Bang & Olufsen Idealand, where concept developers and designers meet, you will find a dedication and ambition that is second to none in the industry with regard to creating an uncompromised user experience. In doing so, we get inspiration from a lot of different sources in our immediate surroundings and the things we do, even in our spare time.

Sometimes we strike gold when we meet people and discover that others share our passion. In a Yatch-club, during a race, such a lucky meeting took place some years ago, and created the foundation for a close creative relationship between the fashion House Louis Vuitton and Bang & Olufsen.

Although accidental, the first contact between Xavier Dixsault, Design Director at Louis Vuitton, David Lewis, Designer and Eigil Thomsen, Design Director, both from Bang & Olufsen revealed that we share some fundamental values. Eigil Thomsen explains; "What was most interesting was that we had so many things in common. We are both idea-driven companies firmly rooted in a corporate culture that has lasted for many years. We work in almost the same way, involving concept developers, designers, craftsmen and engineers. We have a dedication to the final result that is driven by a relentless ambition to performing beyond people's expectations, but always with the end-user in mind"

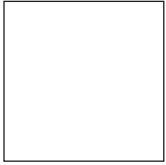
We met on several occasions and a creative relationship based on a deep professional respect and an intense sense of affinity evolved.

The first tangible result of these meetings is now on its way into the top 20 Louis Vuitton outlets worldwide. It is a Louis Vuitton designed leather bag for BeoSound 2.



The Louis Vuitton Nomade leather series dresses BeoSound 2

It is made in the most exquisite Nomade leather. The Nomade series is selected for some exceptional items of luggage, bags, shoes and accessories. Louis Vuitton has chosen the best cowhide leathers, with a totally flawless surface. Tanned with plant extracts, natural cowhide leather develops an elegant copper-toned patina with time. It totally dresses BeoSound 2, yet leaves the buttons free for operation. It can be attached to the belt, the arm or the wrist - it's designed to be used on the move.



The Nomade bag for BeoSound 2 will be launched through Louis Vuitton's top 20 outlets worldwide then distributed and sold in all Louis Vuitton's outlets.

"We are very happy that our talks lead to a Louis Vuitton solution for BeoSound 2 in their beautiful leather designs", says Bang & Olufsen CEO Torben Ballegaard Sørensen. "As far as I know it is the first time the House of Louis Vuitton has allowed a non-Louis Vuitton product to be displayed in its stores".



The BeoSound 2 product concept

Offering superior sound performance, regardless of where and how it's used, BeoSound 2 can rightly be described as Bang & Olufsen's smallest audio system. The design, shape, materials, and user interface constitute a strong Bang & Olufsen identity. Offering ease and simplicity in its use, BeoSound 2 provides a highly personalised mobile music experience for the serious and active listener.

