

## Libratone Announces Flagship Store Opening

### Danish audio company unveils first flagship store in the heart of Copenhagen



**Copenhagen, 22 August 2018:** Libratone's flagship store will be placed in the very centre of Copenhagen on Strøget, Østergade. Set to open in late October, the store has been designed to ensure visitors enjoy the full product experience within Libratone's own homeland of Denmark. The interior has been inspired by the natural elements familiar to the Nordic region. Materials such as oak and concrete, together with Danish 'hygge', will create a contemporary, raw and warm design. Libratone's lively and bold colours will also be prominent throughout the store.

Designed by local Danish company Borg Brückner, the store will be 65m<sup>2</sup>. It will also include a sound-room at the back of the store, in which customers will be able to experience the products privately.

"We are very proud of our Danish legacy, so opening a store in Copenhagen is something that we have been keen to do for a while, but we have been looking for the right location. Now we have it. The design of the store will reflect our DNA and the new brand direction. We believe that our values exude typical Danish principles such as boldness, creativity and standing out from the crowd. We look forward to presenting our flagship store to the world." says Jamie Robertson, CCO at Libratone.

Tourists and Copenhageners will be able to meet Libratone and experience the entire product line including TRACK+, Q ADAPT ON-EAR, ZIPP, ZIPP MINI, and ONE STYLE.

Location: Strøget, Østergade 26, 1100 Copenhagen K  
Opening date: Late October.

**-ENDS-**

Press materials can be found at: [www.libratone.com/press](http://www.libratone.com/press)

Facebook: [www.facebook.com/Libratone](http://www.facebook.com/Libratone)

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#### **About Libratone & our mission to free the sound**

Founded in Denmark in 2009, Libratone's goal has always been to set sound free, by creating wireless technology that can be enjoyed anywhere, anytime. Everything we make is the result of our ceaseless passion for engineering and design. Whether speakers or noise cancelling headphones, we innovate and push wireless potential to its limits, in order to create rich, pure sound. Sound that we bring to life with timeless, Danish design. Creating the perfect harmony of form and function.