



PRESS RELEASE

For Immediate Attention

MONSTER SHOWCASES NEW HEADPHONE STARS AT HARRODS TECHNOLOGY CELEBRATION

Four Dynamic Models Given UK Launch in High Profile Fashion Press
Event at Store Last Night – All Lines Available Exclusively Through
Harrods



Monster underlined its position as global leader in the development and manufacturing of high-performance headphones with the UK unveiling of four outstanding new models at a digital revolution launch held at Harrods last night. Celebrating the opening of their spectacular new 22,000-square-foot Technology department, Harrods showcased the very latest in audio-visual, home computing, photographic, cellular and digital lifestyle collections. The new space is located on the Third Floor of the Knightsbridge store and at a glittering evening, offering a catwalk model show and DJ sets, Harrods officially

introduced exciting worldwide premieres from Monster and an impressive list of exclusives from brands such as Fujifilm, Porsche Design, LG, Loewe, Jean Michel Jarre, Blackberry, Oscar de la Renta and Hasselblad.

Monster launched its new **Gratitude, Inspiration, Diamond Tears** and **Diesel VEKTR** headphones at the show. The **Gratitudes** are specially created high-performance in-ear headphones that combine leading-edge Monster audio technologies and engineering with the music and sound expertise of the legendary Earth, Wind & Fire, while the **Inspiration** line is Monster's first over-ear, noise cancelling headphones – ideal for frequent business travellers, home, commuting or office use. The headband version of the Inspirations were worn last night by Monster's fashion models and dancers. Alongside these, the **Diamond Tears – Edge** headphones feature a bold, jewellery like appearance with a multi-faceted design. The sound is pure Monster – rich, powerful audio that is super detailed and accurate across all frequencies. The **Diesel VEKTR** on-ear headphones provide users with a comfortable, premium-quality listening solution that expertly blends the worlds of fashion and great sound. In addition to their dramatically enhanced audio performance, they offer a strikingly different cosmetic, with a sharp faceted look that's completely unlike traditional round on-ear headphones.

Download images and individual Press Releases on all four products from this link: [Monster UK Headphone Launch 2012](#)

The Gratitude, Inspiration, Diamond Tears and Diesel VEKTR headphones are all available exclusively from Harrods new Technology in-store department for an introductory period.

Press Release ends/No embargo/Dated 23rd March 2012.

Harrods Event was 18.00–20.00 on 22nd March 2012

Download selected images of the event from this link:

[Monster at Harrods March 2012](#)

More images of the event are available on request

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About Monster

Monster is the world's leading manufacturer of premium headphones and advanced connectivity solutions for high-performance home entertainment, audio, home theatre, mobile, computer and gaming, as well as a leading innovator in the field of iPod®, iPhone® and iPad® accessories and professional audio. The company was founded by Head Monster Noel Lee more than 30 years ago with a commitment to creating products that literally “make music sound better”. Monster continues to lead in innovation with over 350 U.S. and international patents and 100 pending, offering more than 6,000 products in over 120 countries worldwide.

More information on Monster can be found at www.monsterproducts.com

All information provided is subject to change without notice.