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## **PRESS RELEASE**

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# **PRYMA 01 HEADPHONES**

*Luxury headphones engineered by Sonus faber – the legendary Italian loudspeaker maker*

PRYMA is a new headphone brand marrying world-class sound quality with a luxurious sense of style. Its first product is the PRYMA 01, handmade in Italy with premium materials and impeccable attention to detail to match the finest bags, watches and shoes.

Interchangeable leather headbands with belt-style buckles make the PRYMA 01 a uniquely customisable fashion accessory as well as a precision instrument, immaculately engineered by Sonus faber – PRYMA's sister brand – to deliver sumptuous sound.



## DESIGN HIGHLIGHTS

- High-performance audio engineering by legendary Italian speaker maker, Sonus faber
- Exemplary build quality with design inspired by luxury Italian bags and belts
- Removable headband fashioned from high-quality leather with breathable microfibre interior
- Leather is the same as used by luxury bag brand Bottega Veneta
- Copper and stainless steel buckles for quality that lasts
- Lightweight aluminium ear cup body with fingerprint-free coating
- Removable ear pads, magnetically bonded to ear cups
- Available in five distinct colour combinations: Coffee & Cream, Pure Black, Heavy Gold, Rose Gold & Grey, and Carbon Marsala
- Additional headbands may be purchased separately; replacement ear pads will follow
- 100% made in Italy

## TECHNICAL DETAILS

- Circumaural, closed-back ear cup design
- 2x 40mm dynamic drivers with Mylar diaphragms, neodymium magnets and oversized voice coils
- Removable 1.3m cable with 99.99% oxygen-free copper conductors, gold-plated connectors and in-line microphone for handsfree phone calls
- Frequency range: 10Hz-25kHz
- Sensitivity: 118dB
- Impedance: 32 Ohms

For more **INFO** visit [PRYMA.COM](https://www.pryma.com)



### A QUOTE FROM PRYMA

“It’s easy to see young people around the world buying headphones not only for listening to music but also to wear as a fashion accessory,” said Livio Cucuzza, PRYMA’s head of design. “Our thoughts were that maybe the world needs more than plastic headphones. Here in Italy, there are a lot of artisans that make bags for luxury brands, so for us it was quite easy to find the right inspiration.”

### PRICE AND AVAILABILITY

In the UK, PRYMA 01 headphones are available exclusively at Selfridges for a limited period. Other luxury stores and premium audio retailers will follow in 2016.

Four of the five colour combinations – Coffee & Cream, Pure Black, Heavy Gold, and Rose Gold & Grey – are priced at £379.99. The Carbon Masala option costs an additional £30.

UK distribution is by [ABSOLUTE SOUNDS](#) – exclusive importer of three of PRYMA’s sister brands, Audio Research, Sonus faber and Wadia.

