

IN-STORE

Peninsula partners with Dr. Dre to provide complimentary headphones

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Fendi Beats by Dr. Dre headphones

By STAFF REPORTS

The Peninsula Hotels is ensuring consumers have access to the latest trends by offering Beats by Dr. Dre headphones as a complimentary amenity.

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Created by former rapper and hip-hop producer Dr. Dre in 2006, Beats Electronics is now owned by Apple, and the headphones have become extremely popular. Offering consumers a chance to sample them while on vacation will likely be beneficial to both The Peninsula Hotels and Apple.

Ahead of the trend

The headphones will be offered at The Peninsula Hotel New York in the fall and soon after at other Peninsula locations worldwide. Guests will have the opportunity to use Beats Studio Wireless headphones, Powerbeats 2 Wireless earphones and the Beats Pill speaker.

Because of their popularity, the headphones will help Peninsula appear trendy and up-to-date with consumers. Additionally, consumers will likely appreciate having access to the upscale products.



Beats by Dre will be offered at Peninsula Hotels

Consumers who enjoy the headphones and speaker may go on to purchase their own, making this a beneficial collaboration for both The Peninsula Hotels and Apple.

Beats by Dr. Dre have also partnered with other luxury brands to create new offerings for consumers. For example, Italian fashion label Fendi developed a line of headphones with Beats by Dr. Dre, which were revealed at the label's spring/summer 2015 menswear show.

The headphones, which are covered in the brand's Selleria leather used for its handbags and hand-stitched by Fendi artisans, are intended for both male and female consumers. Since headphones are a personal statement, consumers loyal to the brand will likely appreciate being able to show off their aesthetic through these devices ([see story](#)).

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