

CONSUMER ELECTRONICS

Porsche Design, KEF blend style and sound in collaboration

September 30, 2016



Porsche Design Sound collection

By STAFF REPORTS

German's Porsche Design is extending its streamlined aesthetic into a new product category through a partnership with British loudspeaker manufacturer KEF.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Porsche Design Sound is a collection of speakers and headphones designed with the high-powered executive in mind. After tackling other forms of technology, this latest move by the brand mixes the label's design credibility with acoustic engineering.

Sounding off

Porsche Design's Bluetooth-enabled in-ear Motion One headphones are certified water resistant, with an aluminum body and a black silicone neckband.

The partnership's Space One headphones are an over-the-ear style with noise cancellation and high fidelity tuning. The minimalist design includes an aluminum body with a sandblasted titanium finish.



Porsche Design Sound collection

Presented as a home or office addition, the Gravity One speaker features Bluetooth connectivity in its wing-shaped design. The petite speaker has a mini Q driver, which optimizes sound for 360 degrees.

A film shows the audio devices' real-life applications, as men and women in smart attire use a speaker in an office, go to the gym with the Motion One headphones or sit at a caf wearing the Space One headphones.

Porsche Design- KEF

Porsche Design is also fusing fashion, technology and sport with the development of a 2-in-1 device.

Porsche Design's convertible laptop, which can transform into a tablet, will run Windows 10, including its features such as the Windows Hello login option and virtual assistant Cortana. As technology integrates itself further into consumers' lives, meeting their needs with aesthetically designed products enables luxury brands to appeal with function on top of form ([see story](#)).

Headphones and audio devices are accessories for the person or the home, making for a natural partnership with fashion labels. For instance, Fendi teamed with Beats by Dr. Dre to wrap its headphones in its saffiano leather ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.