

CONSUMER ELECTRONICS

B&O Play seeks broader US presence through Best Buy

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Beoplay's H4 headphones. Image credit: Bang & Olufsen

By STAFF REPORTS

Danish consumer electronics manufacturer Bang & Olufsen's contemporary marque B&O Play is linking with retailer Best Buy to grow its visibility in the United States market.

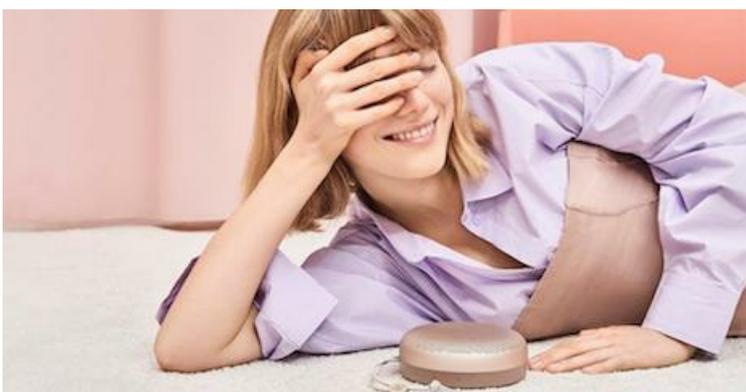
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On Aug. 6, the brand began retailing a selection of its products in Best Buy stores as well as a full assortment online. With more than 1,500 stores across all 50 states, Best Buy offers Bang & Olufsen a large audience of potential new customers.

Mass appeal

Launched in 2012, B&O Play speaks to a consumer who is young, creative and active. B&O Play headphones, speakers and accessories translate the more than 90-year-old Bang & Olufsen company's craftsmanship and design for a more contemporary market.

Taking this profile's needs to heart, a number of B&O Play's speakers are portable or offer mobile connectivity, while it also offers wireless or light headphones. Compared to the flagship Bang & Olufsen brand, B&O Play devices are also at generally more entry-level price point.



B&O Play's A1 speaker. Image credit: B&O Play

At Best Buy stores, Bang & Olufsen will be selling an assortment of B&O Play merchandise that includes the brand's H4 and H9 headphones in black. Online, Best Buy will carry the entire range of B&O Play products.

As it reaches out to its target audience, B&O Play has also entered new categories.

The brand recently teamed up with a Danish craft brewer to experiment with the effect of music on the process of brewing beer.

In a short documentary film and accompanying text, the brand spoke about its experiment, which involved partnering with various Danish musicians to compose music that would be played on B&O Play audio equipment embedded into the brewing equipment. The project was intended to show how music and sound can affect every aspect of the world ([see story](#)).

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