**Urbanista expands into the Middle East

Wear Your Music!**
**The Swedish lifestyle brand Urbanista is expanding into the Middle East. The company’s headphone collection Wear Your Music! will be on display at The Gitex trade show in Dubai October 20th - 24th which will also be Urbanista’s official launch in the region.**

Urbanista is a true global brand. The headphones are being sold at over 3000 outlets around the world in cities like Seoul, Hong Kong, Paris and Stockholm. Famous establishments like Colette in Paris and MoMa in New York sell the Scandinavian influenced design works. The company has also had a large focus to successfully sell through Apple Premium Resellers and via Telecom Stores. Urbanista also recently entered into an exciting partnership with the Portuguese football club Benfica, producing co-branded headphones which give the 14 million fans worldwide the opportunity to wear headphones in their team colours.

In working with the Dubai based distributor PRO TECHnology, Urbanista gets a strong and competent partner who will support the Urbanista endeavors in the Middle East.

The Urbanista headphones are heavily influenced by the Scandinavian design tradition, which means great sound, style and functionality at an affordable price. You wear your music as practical accessories and each model has its own story to tell.

“The Middle East is becoming increasingly important to many brands and especially within the lifestyle segment, we see a tremendous opportunity for Urbanista. Many countries in the region are facing an urbanization boom which in turn is creating demands for new consumer products and services to an already exciting market”, says Johan Wahlbäck.

**For pictures and more information, please contact:**

Sofia Neumüller, Communication Manager, Urbanista AB

Tel. +46 73-764 72 92 or sofia@urbanista.com

**About Urbanista**

Founded by Johan Wahlbäck in 2010, Urbanista is a lifestyle brand all about creating solutions and making life better for modern people in urban environments. We design functional everyday products with focus on design, colour and mobility. Our range of tools includes bags, mobile accessories and our headphone collection under the slogan Wear Your Music! Products are sold via the company website and through retail.

[www.urbanista.com](http://www.urbanista.com)