**The Portuguese football club Benfica launches headphones from Urbanista

Wear Your Music!**
**Urbanista has been commissioned to produce headphones for Benfica. A club with 14 million fans worldwide. Benfica holds the Guinness World Record for the football club with most members. The headphones are based on Urbanista’s model Los Angeles, and will be sold at Benfica's 400 sales outlets and online. The collaboration is a breakthrough when it comes to Urbanista’s focus on co-branding their products. *Urbanista Benfica* was launched at a special press event at Benfica Stadium in Lisbon on November 18th with the retail price of € 39.99.**

Merchandise has become an increasingly important part of the professional football clubs' revenues. With everything from jerseys to coffee mugs, the fans show their loyalty. The Benfica club logo is prominently displayed on the Urbanista Benfica headphones and by wearing them there is no doubt where the fans have their hearts.

"By wearing Urbanista headphones you show who you are. This becomes even more evident through our collaboration with Benfica. Our target audience consists of dedicated urbanites between 27 and 45 years of age, more or less the same as the Benfica fan base ", says Johan Wahlbäck, founder of Urbanista.

Urbanista® Los Angeles, a full size headphone, is the company's most iconic model. The Benfica version carries the signature Benfica-red colour with the club logo etched in the steel plate that gives a raw yet exclusive look. To make it easy to communicate, the headphones are equipped with colour-matched cables, a built-in microphone and a 3.5mm jack. The headphones work with Android, iOS and Windows.

Customized versions of the Benfica headphones, carrying the players’ names and numbers, were handed out to players at a special press event at Benfica Stadium in Lisbon on November 18th.

“These headphones are very interesting,” says player Silvio Manuel Pereira. “Quality is great and the design is very pleasant. The quality of sound is amazing!”

The cooperation with Benfica, which launches in the midst of the football playoffs for the 2014 world cup, is part of a larger effort on Urbanista’s part to offer co-branded headphones. This means that other companies or in this case a club, are offered the opportunity to put their own brand on Urbanista’s headphones.

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

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**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)