Press Release

14 July 2016

**Wired into fashion**

***Fashion label to the stars creates world’s first travel accessories collection from headphone wires***

* Sony partners with fashion label AURIA to upcycle redundant headphone wires into must-have travel accessories
* Five unique designs inspired by the new h.ear on Wireless NC headphones

Sony has partnered with leading sustainable swimwear label AURIA to create an eye-catching capsule collection of travel accessories made from redundant headphone wires. The new h.ear™ headphones have removed the need for a wired connection while ensuring the same great sound quality but without the worry of getting tangled up in wires.

Created using over 113 metres of wire, the unique accessories collection mirrors the five vibrant colours of the h.ear range. The Sony x AURIA ‘Fashion Unplugged’ collection includes a Lime Yellow passport cover, Bordeaux Pink sunglasses case, Cinnabar Red beach bag, Viridian Blue smartphone case and Charcoal Black beach sliders.

To celebrate Sony’s new [h.ear on Wireless NC headphones](http://www.sony.co.uk/electronics/headband-headphones/mdr-100abn), which promise tangle-free travel, the accessories range has been inspired by travel scenarios synonymous with losing yourself in music – whether it be the daily commute or simply relaxing at the beach.

Director and Designer at AURIA, Diana Auria, whose designs have been seen on the likes of Rihanna, Daisy Lowe and Lily Cole, commented: “The opportunity to partner with Sony on such an innovative project was amazing.  I am a long term champion of sustainable fashion, and the headphone wires have been a great material to upcycle and design with. They have made really fun, colourful and durable travel products.”

The travel capsule collection has been created to complement Sony’s new range of single-colour, fuss-free headphones, which in addition to offering perfect sound and form-fitting comfort, also act as an eye-catching accessory.

NFC and Bluetooth technology in the h.ear on Wireless NC headphones have removed the need for a wired connection, giving you an authentic sound without getting caught up in the cables. This technology allows you to simply touch your NFC-enabled device to the headphones for a quick, seamless connection, before streaming your music collection or listening to your audio book.

The headphones are also equipped with a Digital Noise Cancelling function that instantly makes ambient sounds fade away, letting you focus on the music and nothing else.

Alberto Ayala, Director of Video & Sound product marketing at Sony Europe, added: “Your headphones are an extension of you – like your phone and keys, they go with you everywhere. So h.ear on Wireless NC headphones have been designed to be a part of your life.”

**ENDS**

For more information on the 100ABN h.ear on Wireless NC headphones please see our online press centre [here](http://presscentre.sony.eu/pressreleases/go-on-in-explore-the-vibrant-world-of-high-resolution-audio-with-new-sony-s-h-ear-line-up-1285170)

For further information, please contact your local PR Manager.

**About AURIA**

AURIA was launched in 2013, and is famed for its craft and care, balanced with conscious innovation and playful style. Founded by Diana Auria, a graduate from the world-renowned London College of Fashion, the brand champions a new generation of recycled fabrics made from discarded fishing nets and other waste. AURIA has featured on leading catwalks since inception and the designs have been seen on the likes of Rihanna, Daisy Lowe and Eliza Doolittle to name a few.

**About Sony Corporation**

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately $72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>