

**KITH**

**BOSE**

**For Immediate Release**

**PREMIUM SOUND MEETS FASHION IN ALL-NEW, LIMITED-EDITION KITH FOR BOSE ULTRA  
OPEN EARBUDS**

New collaboration reimagines the future of wearable audio style

**Thursday, January 18, 2024** — Music and fashion beautifully coexist as two of the ultimate forms of self-expression. That's why Bose, world-renowned for its audio, and Kith, a leading fashion and lifestyle brand, are joining forces to debut an all-new, limited-edition product — the Kith for Bose Ultra Open Earbuds. The new buds are a breakthrough audio wearable that look as good as they sound and allow you to enjoy your music uninterrupted while still hearing the world around you.

The Kith for Bose Ultra Open Earbuds will be available for \$300 starting Monday, January 22nd in extremely limited quantities exclusively on Kith.com and in select Kith stores.

"In one of my first meetings with Bose, I told them about how I have never been able to find earbuds that fit me. They then showed me the Ultra Open Earbuds, gave me a demo, and I fell in love," said Ronnie Fieg, Founder, CEO, and Creative Director of Kith. "I truly believe Bose to be the best-in-class when it comes to sound, so having them be Kith's official sound partner and bringing this product to market with them for the first time are important notches in our timeline."

"This is our first partnership with a fashion brand, and we couldn't imagine a better choice than Kith. With this product launch, we're bringing together two passionate communities that inspire one another — music lovers and fashion trendsetters — to show them they don't have to sacrifice exceptional sound for fashion," said Jim Mollica, Chief Marketing Officer at Bose. "The Kith for Bose Ultra Open Earbuds are an incomparable, all-day wearable that elevate your style and let you immerse yourself in music while staying connected to what's around you."

The all-new Bose Ultra Open Earbuds feature an innovative cuff-shaped design with polished, soft edges and a stunning finish. They don't block your ears but rather attach to the side, making them appear more like a fashion accessory than a traditional audio wearable. You can wear glasses, hats, or jewelry and they won't interfere with your style. The earbuds provide comfort for all-day wear, without making you choose between immersive audio and awareness. The Kith for Bose Ultra Open Earbuds come in a sleek matte black colorway co-designed by the two brands, with each earbud showcasing a uniquely altered Kith logo in Bose's iconic block lettering.

(more)

### **About Bose Corporation**

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For nearly 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

### **About Kith**

Established in 2011, Kith is a leading lifestyle brand and progressive retail concept that's celebrated globally for its ability to tell stories, evoke nostalgia and connect product to the passion it's woven with. Now in its thirteenth year of business, Kith has in-house apparel lines for men, women, and children, an ice cream parlor in every flagship, a full-service restaurant and a retail footprint in three continents.

Kith was founded by Ronnie Fieg, a prominent figure in the footwear industry with over twenty years of hands-on experience. Born and raised in Queens, Fieg entered the retail space as a stock boy at New York-based franchise David Z. at age 13. With steadfast perseverance, he methodically rose through the ranks to become the company's head buyer. Collaborating with brands that have stood the test of time, Kith aligns itself with defining moments in popular culture from Fieg's childhood that shaped his upbringing.

Conceptualizing Kith as an extension of himself, he uses the brand as a storytelling platform that's known for shifting the lifestyle landscape and fashion paradigm, while operating under a personal philosophy of giving the consumer more than what they pay for.

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