



For Immediate Release

BOSE AND LISA PARTNER TO TRANSPORT MUSIC FANS INTO LISA'S SONIC UNIVERSE

May 1, 2025 — Today, Bose continues its partnership with world-renowned rapper, singer, dancer, actress, and style icon LISA, announcing the limited-edition [Bose x LISA Ultra Open Earbuds](#). A breakthrough audio wearable, the Ultra Open Earbuds look as good as they sound and allow you to enjoy your music uninterrupted while still hearing the world around you. To celebrate the launch, fans will have the chance to meet the global superstar in person later this year.

The collaboration between Bose and LISA is rooted in a shared belief for the power of music. Bose's dedication to delivering amazing audio experiences complements LISA's ability to inspire a powerful connection with her global fan base through music. Their shared passion is the driving force behind the partnership — with each recognizing the pivotal role music plays in enriching fans' lives.

The Bose x LISA Ultra Open Earbuds will retail for £379 on Bose.co.uk starting on Monday May 12th at 2pm BST.

The Bose x LISA Ultra Open Earbuds

The Bose x LISA Ultra Open Earbuds merge the innovative cuff-shaped design with LISA's unique, trendsetting style in an edgy yet chic version of Bose's earbuds. The buds don't block your ears but rather attach to the side, making them appear more like a sleek fashion accessory than a traditional audio wearable. The earbuds provide comfort for all-day wear, enhancing your style without making you choose between immersive audio and awareness.

"After falling in love with the Ultra Open Earbuds, I wanted to bring my fans a reimagined design that is as bold as my music and style," said LISA. "Music and fashion are how I express myself, so creating a custom pair was such a natural fit and evolution of my partnership with Bose. My earbuds are always with me, so I never have to sacrifice exceptional sound for style."

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On the heels of her highly anticipated first full-length solo album, *Alter Ego*, LISA worked with Bose to infuse the creativity born from the album into the look and feel of the earbuds and the accompanying campaign. Her unmistakable star emblem representing the identities on the album is included on the buds and charging case. LISA leaned further into her rockstar persona choosing a gradient metallic chrome and black color for the earbuds with a stunning, glossy finish.

A Dream Come True: Meet LISA

Orchestrated by Bose and LISA comes the incredible opportunity to meet the music maven in LA later this year. When shopping for the Bose × LISA Ultra Open Earbuds on [Bose.co.uk](https://www.bose.co.uk), fans will have the chance to enter to win this special once-in-a-lifetime experience.

At the meet-and-greet, fans will connect with her in person through photo opportunities and personal interactions — and they'll receive the special Crystal-Edition version of LISA's earbuds as a gift from Bose and LISA. For more information about the meet-and-greet, please visit [Bose.co.uk](https://www.bose.co.uk).

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 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

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