



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 includes a one-of-a-kind pop-up experience curated by LISA and the chance for fans 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 \$399 and be available for purchase at the pop-up event in Los Angeles on Saturday, May 10th from 11 a.m. to 8 p.m. PT and exclusively on Bose.com starting on Monday, May 12th at 9 a.m. ET.

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

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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.”

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.

Welcome to the Bose × LISA Pop-up Boutique in LA

As part of the launch celebration, Bose is hosting an immersive pop-up event. The Bose × LISA Pop-up Boutique is inspired by LISA’s dynamic persona and emulates her star emblem universe, decked out in black and chrome.

Designed for her fans, music lovers, and trendsetters alike, the pop-up features an art installation and exclusive Bose × LISA goodies and souvenirs. The new earbuds will be available to purchase at the event, while supplies last.

The pop-up is located at 8175 Melrose Avenue, Los Angeles, California 90046, and will be open to the public on Saturday, May 10th from 11 a.m. to 8 p.m. PT. For more information about the event, please visit the [pop-up FAQ](#).

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 at the pop-up or browsing on Bose.com, 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.com](#).

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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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