

CONSUMER ELECTRONICS

Sonos, Sporty & Rich drop exclusive 'tenniscore' headphone set

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The Sonos Ace x Sporty & Rich Limited Edition headphones, retailing for \$449, include custom detailing such as the activewear company's crest. Image credit: Sporty & Rich

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

American audio equipment company Sonos is embracing courtside styles with a new collaboration.

Working with American lifestyle and activewear brand **Sporty & Rich**, an exclusive limited-edition headphone set is now available exclusively on fashion designer Emily Oberg's Los Angeles-based label's website and flagship location in Manhattan. Leaning into the increasingly popular "tenniscore" aesthetic, the launch comes as the 2024 U.S. Open approaches, taking place in New York this year from Aug. 28 to Sept. 8.

"In the height of the tenniscore' craze, premier tennis tournaments have become a cultural phenomenon and the new runway for public figures, trendsetters and tastemakers to impress with the latest styles," said Jordan Saxemard, chief marketing officer at **Sonos**, in a statement.

"Luxury brands have embraced the aesthetic wholeheartedly, and when we saw Emily sporting Sonos Ace headphones everywhere from the streets of Paris to tennis matches in Los Angeles, we knew we wanted to collaborate with her on creating the perfect accessory that fuses fashion and function to complete any courtside look."

Taking sound to court

The Sonos Ace x Sporty & Rich Limited Edition headphones, retailing for \$449, include custom detailing such as the activewear company's crest on the left ear cup.

Splashed with the Los Angeles brand's signature green, a couture case nods to the grass courts on which tennis players originally competed. Doubling down on the theme, the product comes wrapped in a packaging sleeve that appears similar to the tote bags that carry rackets and other essentials.

Active noise cancellation gives users an immersive experience, while "aware mode" helps the wearer multitask.



The release features multiple nods to the world of tennis. Image credit: Sporty & Rich

Matte finishes, soft interiors, vegan leather and metal accents complete the look.

"My Sonos Ace headphones have become a wardrobe staple for me this summer," said Ms. Oberg, founder of Sporty & Rich, in a statement.

"I never leave home without them, which is why I'm so excited to partner with Sonos to introduce the Sonos Ace x Sporty & Rich Limited Edition headphones, fall's must-have accessory offering the perfect blend of style and performance," she said. "With top-notch sound, timeless design and all-day comfort, the Sonos Ace x Sporty & Rich Limited Edition headphones represent the epitome of elegance meets practicality a winning combination that has been true to the core of the Sporty & Rich brand since the beginning."

The collaboration is announced at the peak of the tennis season, just as the last Grand Slam tournament of 2024 arrives. Many in luxury are activating for the event, including U.S. fashion group Ralph Lauren ([see story](#)).

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