

LOEWE.

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Loewe Technology – Press Release Loewe leo 11/2025

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Kronach, September 2025

When Sound Meets Performance: Loewe Launches leo premium headphones with Global Ambassador Kylian Mbappé, alongside new face David Guetta

Kronach, Germany – September 22, 2025 – Luxury German AV brand Loewe, renowned for over a century of premium audio-visual craftsmanship, proudly launches Loewe leo, its first-ever over-ear headphones. Marking a bold new chapter, Loewe leo combines state-of-the-art technology, superb sound quality, and timeless design. To celebrate its arrival, Loewe unveils two global icons as ambassadors: global football phenomenon Kylian Mbappé, global ambassador of the brand since 2024, joined by world-renowned DJ and producer David Guetta to accompany him for the launch of groundbreaking Loewe leo headphones. Together, they embody Loewe's vision to Travel Beyond Sound.



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A new era of sound

Loewe leo represents Loewe's entry into a new product category, continuing its heritage of innovation across televisions, radios, and speakers. Conceived as a standalone Hi-Fi audio solution, leo integrates a top-quality DAC, powerful amplification, precision 50mm drivers, and full high-resolution codec support into an elegant, fold-flat design made for mobility and longevity. The driver features a diaphragm crafted from OCE (Olefin Composite Elastomer) — a lightweight and durable material designed for superior sound. With its fast response and natural damping, OCE delivers clear vocals, detailed highs, and smooth, controlled bass, ensuring a balanced and immersive listening experience.

With adaptive noise cancellation, transparency mode, and support for Hi-Res Audio Wireless, Spatial Audio, Dolby Atmos, and Bluetooth LE Audio, Loewe leo adapts seamlessly to every environment. Thanks to LC3+ at 96 kHz / 24-bit, listeners experience uncompromising high-resolution wireless playback with outstanding clarity and precision. Loewe's exclusive Mimi Sound Personalisation, accessible through the Loewe app, tailors playback to each listener's unique hearing profile, while intuitive rotary dials and touch controls offer effortless usability.



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Smart features such as voice assistant support, real-time AI translation, and multipoint connectivity make Loewe leo more than just headphones — it is a complete audio companion. With up to 65 hours of battery life, Loewe leo ensures uninterrupted performance for days.

Crafted with sustainability in mind, most of the components of Loewe leo is repairable, replaceable, and upgradeable, ensuring years of top-level performance. Its anodised aluminium frame, genuine leather cushions, and ergonomic design provide both durability and comfort. This reflects Loewe's philosophy of craftsmanship with consciousness — combining luxury with responsibility.

Travel Beyond Sound: Two Journeys, One Connection

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The collaboration unites two extraordinary talents: one inspiring millions with every move on the pitch, the other creating rhythm for millions across the globe. While their worlds differ, they share a deep connection — sound as the ultimate expression of energy and emotion.

“With Loewe leo, we’ve created more than just headphones,” said Aslan Khabliev, CEO & Owner, Loewe Technology. “David and Kylian embody the spirit of Travel Beyond Sound: moving through the world while being transported by the immersive, precise sound of Loewe. Their stories show how music and performance merge into a single, powerful journey.”

Kylian Mbappé – The Power of Performance

Kylian’s campaign highlights momentum, focus, and transformation. Whether training, traveling, or preparing to step onto the world’s most legendary stadiums, Loewe leo provides him with the clarity and energy to perform at his best.

On the field, he creates moments of magic. Off the field, music becomes his sanctuary — a private space to reflect, recharge, and dream bigger. Loewe leo represents that transition: from external effervescence to the tranquillity of his inner world.



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“Music helps me stay focused and connected to myself. With Loewe leo, I can take that feeling with me everywhere — it’s like carrying my own universe of sound,” said Kylian Mbappé.

David Guetta – The Journey Home

David’s campaign tells the story of a travel within a travel. After a whirlwind tour, he returns home to Ibiza — the place where his career began and where he reconnects with himself.

From the blur of the road to the calm of the beach, Loewe leo is his constant companion. The headphones transform every step into a moment of clarity, every beat into a source of energy. As he arrives home, he is recharged, ready to create music that moves the world.

“For me, sound is everything — it’s how I express myself and connect with others. Loewe leo delivers sound so pure and immersive that it feels like coming home, no matter where I am,” said David Guetta.

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A New Era for Loewe - by uniting two icons from music and sport, Loewe reaffirms its vision of transcending boundaries through sound. Loewe Leo represents a new era where technology, performance, and sustainability meet, delivering unmatched sound experiences wrapped in timeless design.



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New brand icon for Loewe leo headphones.



A premium series for the future – bespoke edition

For collectors, Loewe has partnered with luxury jeweller Jacob & Co. to create the leo – bespoke edition.

Limited to just 10 pieces worldwide, each handcrafted headset is set with around 12 carats of genuine gemstones, priced in the six-figure range.

Availability.

The headphones are available in midnight blue and moonlight beige. At all authorised Loewe retailers for a recommended retail price of €1,299 or online from the Loewe online shop at www.loewe.tv.

Key Specs of Loewe leo AI headphones:

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- 50mm drivers with precision tuning
- High-end amplifier by Texas Instruments
- Advanced AI Feature, built-in voice assistant
- Adaptive Noise Cancellation (ANC) with transparency mode
- Hi-Res Audio Wireless with LC3+ codec at 96 kHz / 24-bit
- Mimi Sound Personalisation via Loewe app
- Up to 65 hours of battery life, USB-C fast charging
- Multipoint connection for multiple devices
- Voice control and real-time translation*
- Fold-flat design with protective 2-in-1 hard case and additional leather lamb bag

* The Loewe leo app is required for some applications. Leo Assistant: 1 year free usage with 30.000 interactions. Afterwards subscription for 7,99 € per month.

About Loewe

For over a century, Loewe has stood for innovation and luxury consumer electronics. Founded in 1923, the company pioneered electronic television in 1931 and has grown into a globally recognised brand. With 200 employees and an international sales network, Loewe Technology GmbH operates in over 50 countries, offering elegant, high-quality TV and audio products. Combining German engineering, design excellence, and sustainability, Loewe continues to push the boundaries of craftsmanship and innovation. Its headquarters in Kronach, Upper Franconia, blends a traditional manufactory with state-of-the-art production, forming the heart of the brand. www.loewe.tv

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