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LOEWE AND CABASSE WELCOME ESTHER ABRAMI AS BRAND AMBASSADOR

A shared vision of music, design, craftsmanship and luxury lifestyle living



Paris, 30 September - Luxury European technology and audio brands, Loewe and Cabasse, proudly come together to announce acclaimed French violinist and composer Esther Abrami as brand ambassador for both brands, marking the beginning of a long-term partnership spanning international campaigns, cultural initiatives, product launches and events.

Loewe welcomes Esther Abrami to its family of ambassadors alongside Kylian Mbappé, ambassador and shareholder, and brand ambassador Alexander Zverev. Her arrival brings a new female voice to the brand's creative community.

The partnership officially launches at an exclusive event at the Hilton Paris Opera, bringing together media, partners and guests to celebrate the next chapter for Loewe and Cabasse.

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As brand ambassador, Esther Abrami will be the face of a 360-degree communications programme throughout 2026 and 2027, spanning advertising, digital content, social media, PR, events and brand storytelling. Her involvement will include campaign activations across Loewe and Cabasse, while helping communicate the brands' shared vision around craftsmanship, innovation, design and musical excellence.

A central element of the partnership will see Esther Abrami fronting campaigns for all product launches across both brands, including Loewe aura.matic, a new luxury, automatic coffee machine and Cabasse's forthcoming Alizé collection, a new generation of Cabasse passive loudspeakers. Through these campaigns, Esther will showcase the evolving relationship between music, sound, technology and contemporary living.



An internationally acclaimed violinist and composer, Esther has established herself as one of the most recognised classical artists of her generation, connecting traditional musicianship with contemporary audiences through performance, composition and digital storytelling. Her appointment reflects the shared ambition of Loewe and Cabasse to celebrate heritage while bringing new perspectives to modern audiences.

“As a musician, I’m always seeking ways to bring audiences closer to the emotion of a performance. This partnership feels natural: Loewe and Cabasse share a deep respect for craftsmanship and a commitment to pushing boundaries. I’m delighted to join them as brand ambassador and to support upcoming campaigns for aura.matic and the new Alizé collection, celebrating the connection between music, sound, design and contemporary living,” said Esther.

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The ambassadorship will also support the brands' wider creative platform, centred on Cabasse's The Art of Living Sound philosophy and Loewe's focus on elevating everyday experiences through design and technology. Together, the brands and Esther will explore how sound, craftsmanship, performance and design can create deeper emotional connections with audiences through a programme of content, collaborations and live experiences.

“Today, we see a clear gap in the market, products that fit naturally into a modern lifestyle rarely deliver true audiophile sound, while exceptional hi-fi equipment is often designed for a specialist audience,” said Aslan Khabliev, CEO and Owner of Loewe and Cabasse. “Together, we will create products that combine both, the design and ease of use people want in their everyday lives, with the uncompromising sound quality Cabasse is known for. Esther Abrami brings this vision to life. As an artist who connects technical excellence with emotion, she helps us show what extraordinary sound can mean to a new generation of listeners.”

The Paris launch event marks the first public expression of that collaboration and the beginning of a shared creative journey between Esther Abrami, Loewe and Cabasse.

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About Esther Abrami

Esther Abrami is a French violinist and composer whose artistic vision brings classical music into dialogue with a new generation. Through her interpretations, original compositions and cultural projects, she combines the rigour of classical training with a distinctive contemporary sensibility.

Her work is guided by precision, openness and a profound understanding of transmission not as repetition, but as evolution. By giving renewed presence to established repertoire and voices too often left unheard, Esther Abrami has created an artistic language that is intimate, generous and unmistakably her own.

About Loewe

Loewe has stood for inventiveness and luxury consumer electronics products for more than a century. From its founding in 1923 to the invention of electronic television in 1931, Loewe has developed into a globally operating, traditional company. With 200 employees and an international sales network, Loewe Technology GmbH is now active in over 50 countries with its high-quality, elegant TV and audio products. The global brand

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looks back with passion and pride on its exceptional innovative strength, tradition, and craftsmanship perfection, "Made in Germany." The unique combination of German engineering, excellence, exclusive design, and sustainability has shaped the brand culture. The traditional manufacturing and high-tech production site at the headquarters in Kronach, Upper Franconia, is at the heart of Loewe.

About Cabasse

Founded in Brittany in 1950 and rooted in a family tradition of violin making dating back to 1740, Cabasse represents more than 75 years of French acoustic innovation.

The company designs premium high-fidelity loudspeakers and connected audio systems that unite proprietary acoustic technologies, distinctive design and exceptional craftsmanship in the pursuit of musical realism.

From its pioneering coaxial technologies to its contemporary connected creations, Cabasse develops every system with one ambition: to preserve the purity and integrity of sound and bring the listener closer to the artist and the original performance.

Cabasse became part of Loewe Technology GmbH in April 2026, strengthening the group's position in the global premium television and audio market.

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