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Loewe introduces neo, a premium speaker for atmospheric moments



Kronach, Germany – 30 September 2026 – Loewe, the luxury German technology brand renowned for its exceptional craftsmanship and iconic design, proudly launches Loewe neo, a compact, premium portable speaker combining refined acoustic performance, crafted materials, intuitive interaction and atmospheric light.

True to Loewe's heritage of meticulous sound engineering, Loewe neo delivers a rich audio soundscape in a compact, water and dust-proof design, perfectly sized for life on the move. Driven by an impressive 50 Watts power output and dual passive bass radiators, this premium speaker ensures compromising on acoustic fidelity is never a consequence of mobility.

The experience extends beyond sound. Loewe neo features built-in ambient lighting that can be adjusted manually using the light strip on the speaker. This allows users to tailor the lighting to their surroundings, whether indoors or outside, while complementing the speaker's rich sound.

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Loewe neo also comes with an App. The App allows personalisation of sound and light with three sound presets, individual bass & treble adjustment and customisable light settings.

With neo, we introduce a new expression of portable sound, where versatility meets the unmistakable elegance of Loewe,” said Aslan Khabliev, CEO of Loewe Technology. “For decades, Loewe has been synonymous with design, innovation and individuality. neo implements that philosophy out into the world, combining exceptional acoustic power, intelligent lighting, and unprecedented customisation in one beautifully crafted product. It represents not only the next chapter of premium personal audio, but the future of Loewe.”

Loewe neo establishes itself as a definitive statement piece for a modern music lover, exploring territories of luxury interiors - seamlessly blending exceptional acoustic power with design that elevates sophisticated living spaces. It elegantly scales down the uncompromising acoustic philosophy of Loewe’s premium home theatre systems into an incredibly agile format. This launch underscores the brand’s broader strategic vision: delivering hyper-personalised, ultra-premium hardware that enriches the daily lives of design-conscious individuals.

Key features at a glance

- Refined acoustic performance with 50 Watts total music power and dual passive bass radiators.
- Premium aluminium housing with modular exterior components and interchangeable speaker grilles.
- Touch interaction with direct bass and treble control.
- True mobility with IP67 protection, detachable leather strap and premium felt hardcase.

Pricing and availability

Loewe neo will be available in alu silver, alu black and champagne, priced at £400/€400. These will be made available for pre-order from the 20 November 2026, whilst neo champagne will run as a limited edition.

For more information, visit www.loewe.tv

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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 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.

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