

Sennheiser Opens Pop Up Stores

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In an effort to increase brand awareness Sennheiser opens a pair of temporary concept stores in the US, both featuring an "audiovisual cocoon" design and an interactive window installation by Nanika's Andreas Muller.



The stores are located in the New York Lower East Side and the San Francisco Mission District, and will provide customers with a "temporary escape" from holiday shopping hustle with "excellent sound," a selection of magazines and playlists, and even refreshments.

"The primary mission of these pop up stores is to offer urban consumers a deeper appreciation of premium sound, while encouraging them to foster a closer relationship with Sennheiser," the company claims. "During November and December, in each of these US urban capitals, consumers will have the opportunity to interact directly with our brand, giving us the opportunity to better understand customers' needs while perhaps influencing their decision-making criteria."

Of course, the stores' main aim is to sell Sennheiser gear-- such as the recently launched Urbanite and Momentum on-ear headphones.

The Sennheiser take on retail will be open from 22 November until 28 December.

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