

Sennheiser & fabric London Collaboration



Sennheiser today announced an expanded collaboration with the electronic music institution fabric London. Bringing together two organisations united by a commitment to exceptional sound, technical innovation and music culture, the partnership will include live events, consumer activations and audio storytelling designed to explore the technologies, expertise and creative processes behind exceptional sound clubs, live shows and personal listening.

As part of the partnership, Sennheiser will host a series of exclusive events with fabric at The View from The Shard, offering the opportunity to experience world-class electronic music in one of London's most iconic venues. The first of these will kick off on 21 August with a special performance from electronic music pioneer Sven Väth, with further events taking place throughout the year.

The collaboration also extends to music fans, with fabric followers able to enter exclusive competitions to win a bespoke fabric Edition of Sennheiser's new flagship MOMENTUM 5 Wireless headphones. The brand's latest five-star-rated over-ear launch, the MOMENTUM 5 brings Sennheiser's signature sound from the club environment into everyday listening. Working alongside fabric's renowned sound and production teams, Sennheiser will develop content designed to provide long-term educational value, offering insight into the expertise, decision-making and technologies behind world-class audio experiences.

The partnership will also showcase the real-world application of professional audio technology through collaborations with artists and creative communities, including Orii Community, which supports emerging and underrepresented talent. These collaborations will give audiences insight into how Sennheiser gear is used in live performance settings, including digital wireless microphone solutions such as EW-DX, to help artists, engineers and production teams deliver high-quality audio in demanding environments.



Sennheiser's iconic HD 25 headphones will be a key feature throughout the partnership. For more than three decades, the HD 25 have been a trusted tool within DJ booths, broadcast environments and professional monitoring systems around the world. The audience will get a closer look at the enduring role these professional headphones play in contemporary DJ, on-location broadcast, and film monitoring.

“The collaboration with fabric reflects how we approach brand partnerships at Sennheiser: Connecting culture, technology and community to create authentic experiences around sound”, says Andreas Andersson, Regional Marketing Manager at Sonova Consumer Audio UK. Itamar Marom, Brand Partnership Manager at Sennheiser, continues: “By combining technical storytelling with live performances, we’re making our brand more tangible while strengthening our relevance with the next generation of music professionals”.

"This partnership is about much more than technology" says Jacob Hansen, Senior Programming Lead at fabric. "It's about bringing together Sennheiser's expertise across both professional audio and personal listening to create experiences where exceptional sound becomes part of the storytelling. Together, we are opening exciting new spaces for electronic music, giving artists and audiences new ways to connect while celebrating the craft behind great sound."

By bringing together Sennheiser's expertise across both consumer and professional audio with fabric's reputation as one of the world's leading electronic music institutions, this partnership creates new exciting opportunities to celebrate the people, technologies and creative processes behind exceptional sound.

www.fabriclondon.com

www.theviewfromtheshard.com

www.sennheiser.com