



🕒 29 June 2020, 16:55 (CEST)

A truly wireless fashion statement?

JBL finds men more style-conscious than women when it comes to earbuds



Looking cool is as important as enjoying the hottest sound this summer, finds JBL, experts in headphones and the brand behind an extensive range of true wireless earbuds. A study of young people in Europe uncovered that for **70% of 14-35 year olds, design plays a major part in their choice of true wireless earbuds***.

Surprisingly, it turns out that **Millennials are the most fashion-conscious group**, even more so than GenZ! And now you're in for a shock - **more men than women state design as a significant factor when buying TWS earbuds.**

Whatever your style or choice of playlist, JBL has the right earbuds to complete your look this summer.

Small in size, big on style

If you're anything like the **56% of Millennials who said colour was a key factor in deciding which earbuds to buy**, you'll love the **JBL TUNE 220TWS**. With the four stunning metallic shades, you'll find your match whether going for floral dresses or statement sneakers. Triple Black, Pure White, Ocean Blue or Dusty Pink – there's something for every fashionista in this mix.

JBL TUNE 220TWS are available now for 99 EUR.



Always connected to your music and your world

Need some space? **Half of young people in Europe admit they wear their earbuds with nothing playing.** No judgement - **the JBL LIVE 300TWS** look great whether you're listening to music or just want to shut out the outside world. Tune out with noise control on long road trips and stay alert to the city traffic with Ambient Aware, all without removing your earbuds. Voice Assistant, hands-free stereo calling, volume control – no need to get your phone out, just tap the touch controls.

JBL LIVE 300TWS are available now for 149 EUR.



Find your flow, reflect your style

It's finally time to move the workouts from the living room to the beach and the park! Forget about sweaty over-ear headphones and pop in the featherlight JBL Reflect Flow True Wireless buds. The IPX7 waterproof Reflect Flow is the perfect addition to your sports kit. Vinyasa flow or cross fit – the obsessively engineered design of the Reflect Flow ensures they never fall out. With 30+ hours of combined playback time thanks to the charging case and colour options to suit any athletic look, you're ready to smash that PB. JBL Reflect Flow are available now for 149 EUR.



This season, you won't have to choose between epic sound and flawless style.

Find your perfect pair of JBL TWS earbuds on [jbl.com](https://www.jbl.com).

* Based on 2020 research conducted by JBL of 2277 people in age range 14-35 in Europe



Ranieri Communications

Office: +44 (0)207 148 1606

harman@raniericoms.com



HARMAN Consumer Lifestyle EMEA

Julia Broekhuizen, PR & Influencer Marketing Lead

julia.broekhuizen@harman.com

ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.



by **HARMAN**

JBL