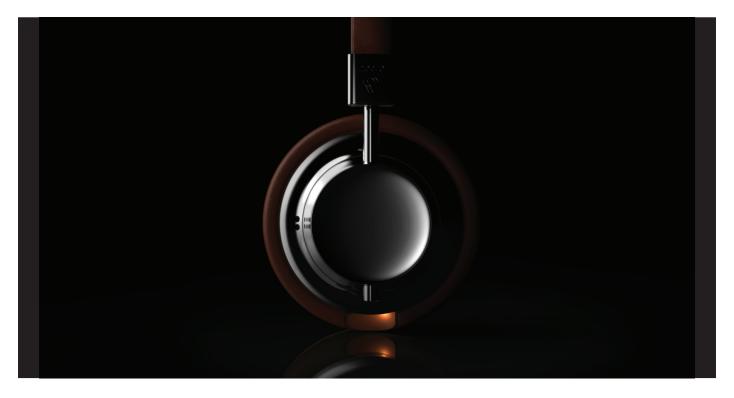


## aëdle launches **Made to Order Service**



With the introduction of its Made-To-Order Service, aëdle takes luxury tech one step further, positioning customer experience at the forefront of its strategy.

Paris, France - With the launch of the VK-X, latest creation of aëdle available for pre-order in limited quantities starting June 19th, aëdle announced the beginning of its Made-To-Order Service.

"With an ever-growing online competition, Retail Spaces & Boutique Brands need to re-imagine the way they address customer needs. This is even more true in luxury. Our Made to Order Service is, in a way, a counterweight to the current trend towards uniformization." says Baptiste Sancho, CEO at aëdle."

The Made-To-Order Service will start with the VK-X Wireless Headphones, as users will be enabled to choose from a selection of leather finishes and anodized aluminium. In the future, aëdle plans to extend the range of its services with custom-tailored ergonomics and sound signature.

The Service will be available both online and in-store with manufacturing lead time of two to three weeks.

## Useful information

Campaign Link: https://igg.me/at/vkxheadphones

VK-X Preorder: June 19th Preorder price: 349 \$\* Quantities: 1,000 units Delivery: November 2018

Made To Order: 50 \$ Preorder offer - Starting from 150 \$ with official release

Press kit, pictures: https://bit.ly/2LubjwA **Brand Book:** https://bit.ly/2sQKH1L

Need more info or pictures before the launch? Please ask us.

\* - 300 \$ on projected MSRP of 649 \$ | 649 €

## About aëdle

Founded in 2011 by Baptiste Sancho, aëdle is a Paris based house specialized in the manufacturing of high-end travel instruments.







