



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

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| 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.

www.aedle.net   

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