

Tune into your own world with Urbanista New York Headphones

*Urbanista takes affordable and stylish wireless headphones to the next level
with Active Noise Cancellation*



November, 2017 – Swedish lifestyle brand, Urbanista, are excited today to announce the launch of their second edition wireless, over-ear headphones - New York. Keeping the uniquely classic Scandinavian style of the Seattle, New York also features Active Noise Cancellation up to 27 dB allowing users to enjoy their tunes without the disruption of background noise on their commute or in the office.

New York connects to devices through Bluetooth technology so music lovers are free to enjoy their crisp sound without any wires holding them down. The headphones' impressive battery life means they can be used continuously for more than a day, at 25 hours with ANC switched off, and for 16 hours with ANC turned on – and they only take 2.5 hours to charge! ANC can effortlessly be switched on or off through a discreet button.

Unlike most wireless headphones, New York also comes with a complimentary cable - so if you do face the dreadful event of running out of battery, they've got you covered! Listeners can easily pause and play music, answer calls and activate voice

assistant (e.g. Siri) through the headphones using iOS, Android and Windows devices.

Anders Andréen, CEO of Urbanista says: *“Urbanista had an incredibly successful year with the Seattle wireless headphones receiving numerous 5* ratings and being nominated for three major industry awards. Seattle was recognized for value and we’re proud to offer users high quality at affordable prices. We have no doubt New York will be even more successful with its ANC offering - we can’t wait for everyone to fall in love with them!”*

New York is available in **XX** stylish colours xx xx xx **(add colours)**. Minimalistic style and individuality is at the forefront of the design but New York doesn’t fall short on comfort. Made with soft memory foam cushion that molds to the user’s ear and an adjustable, seamless headband, New York provides ultimate comfort. They’re also a practical choice with a folding feature that makes it easy to slip them into your handbag or rucksack on holiday or commute.

New York is available to purchase now on <https://uk.urbanista.com/>, **£xx**.

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About Urbanista

We love cities. The constant inspiration of urban life. Based in Stockholm, Sweden, Urbanista is a brand for active people all over the world. Bringing a fusion of individual design and frontline technology. Wear Your Music! – our earphones collection – is available in over 10,000 retail stores in 60 countries worldwide. Like all our products developed without compromise for everyday use. We design for life in motion. Read more at www.urbanista.com