

Focal and Naim have teamed up with Qobuz to create the in-store music for Focal Powered by Naim stores

As the Focal Powered by Naim network continues its global rollout, the two leading audio and electronics brands have teamed up with Qobuz to create a bespoke in-store musical sound signature. The move is an extension of an already existing partnership between Vervent Audio and Qobuz: some of Naim's products already including the French high-resolution music streaming and download platform in their service offer.

BESPOKE PLAYLISTS TO STIR EVEN GREATER EMOTIONS

In collaboration with Focal, Naim and the store managers, Qobuz will propose personalised playlists of between 20 to 25 tracks for each Focal Powered by Naim retail space. By joining forces with the streaming platform pioneer of high-quality sound and its 80 million tracks, Focal and Naim have gained access to a music expert team. And whilst we already know the two brands manufacture outstanding products designed to stir emotions, now we can experience it first hand in store – through the raw emotion unleashed by Qobuz's high-resolution playback. There will be an initial 14 stores to enjoy their own playlists (Cannes, Lyon, Berlin, Adelaide, Sydney, Perth, Melbourne, Houston...). Discover the playlists by clicking on the play button:

CANNES	LYON	BERLIN	HOUSTON	ADELAÏDE	PERTH	SYDNEY	MELBOURNE
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“ This exclusive partnership with Focal & Naim will bring a unique listening experience, both in shops and at home. By creating these playlists, our editorial team is proving its savoir-faire in order to make high-quality sound accessible to the greatest number. ”

Marc Zisman, Head of Music at Qobuz

FOCAL POWERED BY NAIM CANNES

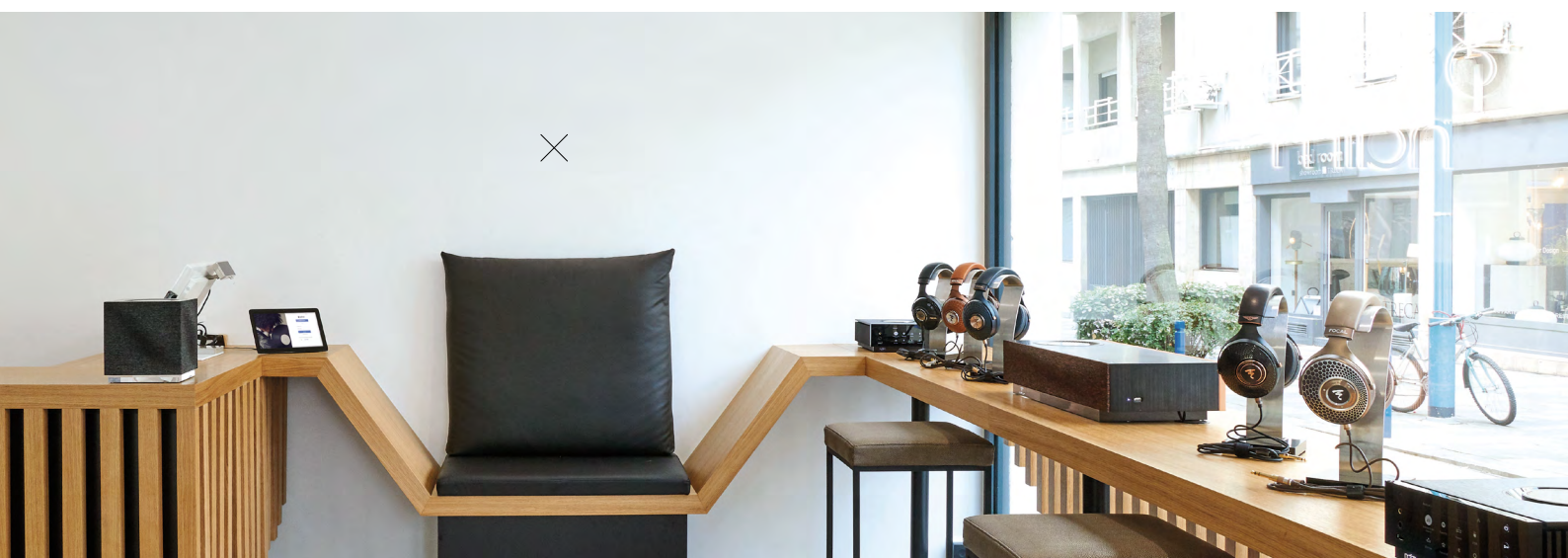
One of the first stores to have its playlist is Focal Powered by Naim Cannes, with 20 tracks dedicated to Cinema. From the groovy ambience evoked by Herbie Hancock for *Blow-Up* (1967, M. Antonioni) to the special *Nightcall* by Kavinsky for *Drive* (2011, N. Winding Refn), from the Bernard Herrmann's legendary score for *Taxi Driver* (1976, M. Scorsese) to the beautiful *Valse d'adieu* by Gabriel Yared for *Juste la fin du monde* (2016, X. Dolan), the Focal Powered by Naim playlist is a timeless selection of 20 film soundtracks, some of which have won the coveted Palme d'Or.

MEMORABLE IN-STORE EXPERIENCE

With these Qobuz playlists, Focal and Naim are putting a unique stamp on their network. Already acclaimed for their stylish combination of design, vast product collections, exclusive finishes, listening rooms, headphone bars, now the Focal Powered by Naim stores are also getting their own personal and ever-changing musical flavour. Customers can listen to the songs in-store, but can also find them on the brands' various communication channels. What's more, they will receive three months' free membership to the platform.

“ We are very pleased to announce this partnership founded on the themes of travel & emotion. It's a pleasure to work with the passionate teams at Qobuz to prepare these musical journeys. ”

**Louis Gibout,
Head of Partnership Focal & Naim**



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