

# SONY

## Press Release

### Sony Announces Smoky Pink Colour Addition to WH-1000XM5 and WF-1000XM5



**Hong Kong, September 19, 2024** – We are excited to share that today Sony has announced a new colour addition to their award winning 1000X noise-cancelling headphones. Released in collaboration with hitmaking K-Pop girl group LE SSERAFIM, the [WH-1000XM5](#) and [WF-1000XM5](#) noise cancelling headphones are now available in Smoky Pink. As seen on the trendsetting members of LE SSERAFIM - KIM CHAEWON, SAKURA, HUH YUNJIN, KAZUHA, HONG EUNCHAE – this colour offers new ways to accessorise and complement your style with a pink tint and elegant undertones, making for a sound-enhancing fashion staple!

Both the WH-1000XM5 headphones and WF-1000XM5 earbuds host the best-in class<sup>1</sup> noise cancelling and audio quality, featuring magnificent sound engineered to perfection. The WF-1000XM5 currently comes in black and platinum silver, while the WH-1000XM5 comes in black, platinum silver and midnight blue.

The Smoky Pink colour is soft, sophisticated, with a powdery matte texture that boosts your style. This colour fits perfectly with LE SSERAFIM's aesthetic and their newly unveiled partnership with Sony's For The Music campaign. The record-breaking K-Pop giants are known for their fearless attitude, chic fashion sensibilities, and empowering songs, which have resulted in multiple entries on the Billboard Hot 100 and 200 charts. With 20M+ combined followers on social platforms and a diehard global fanbase, there's no question that LE SSERAFIM is a mainstay in the genre and one of the most exciting acts to watch in 2024 and beyond.

LE SSERAFIM also stars in Sony's campaign for the WH-1000XM5 headphones and WF-1000XM5 earbuds, featuring their new song "CRAZY" from their same-titled fourth mini album, which released on August 30th.

"The connection we have with our fans is everything, and we can't wait for them to be able to experience our music with Sony's awesome Smoky Pink 1000X headphones and earbuds," said LE SSERAFIM.

Renowned for enhancing music the way it's meant to be heard with a premier suite of audio products, Sony is committed to building deeper connections between artists and fans through the company's creator-forward For The Music partnerships.

### **Availability**

The Smoky Pink WH-1000XM5 headphones and WF-1000XM5 earbuds will be available from 20 September 2024 at HK\$3,190 and HK\$2,490 respectively.

For a full list of specs and information for **WF-1000XM5**, please click [here](#).

For a full list of specs and information for **WH-1000XM5**, please click [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

### **About LE SSERAFIM**

LE SSERAFIM, consisting of members KIM CHAEWON, SAKURA, HUH YUNJIN, KAZUHA, and HONG EUNCHAE, are the first girl group launched by Source Music under HYBE. The fearless quintet made their powerful debut in May 2022 with 1st EP FEARLESS, which topped the iTunes Top Albums chart in 13 countries/regions including Japan, Indonesia, and more, signaling the beginning of their journey to the summit of K-pop as the new queens. The group soon after made their first entry on the Billboard 200 at No. 14 with 2nd EP ANTIFRAGILE (October 2022 release) and earned their highest chart position on the chart at No. 6 with 1st studio album UNFORGIVEN (May 2023 release). Following the release of their first English single "Perfect Night," which peaked at No. 18 on the Billboard Global 200, the five-piece act took the stage at BlizzCon® 2023 as the first K-pop group to perform at the event. The band has since scored their first career entry into the Billboard Hot 100 with "EASY" from their 3rd Mini Album EASY and made their iconic Coachella debut in April 2024 as the fastest K-pop group since debut to be invited to the festival. As its name—an anagram of 'IM FEARLESS'—implies, LE SSERAFIM are determined to move forward with unswerving fearlessness in the eyes of the world and returned with their highly anticipated 4th Mini Album CRAZY on August 30.

### **Follow LE SSERAFIM**

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### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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<sup>1</sup> As of September 1, 2024 . Ambient noise reduction according to research by Sony corporation, measured using JEITA - compliant guidelines for the top10 brands (by market share) of headband-style and truly wireless style wireless noise-cancelling headphones market.