SONY

## Press Release

# Sony Store Exclusive: Sony's First Collaboration with Hello Kitty




**Hong Kong, September 8, 2026** – Sony announced a limited-edition collaboration with Hello Kitty, one of Sanrio's most beloved characters. Available exclusively through Sony Store channels, the special collection combines selected Sony products with exclusive Hello Kitty collaboration merchandise.

This limited-edition collaboration is available with the following Sony products: Xperia 10 VIII smartphone, WH-1000X M6 Wireless Noise Cancelling Headphones, WH-CH730N Wireless Noise Cancelling Headphone, WH-CH530 Wireless Headphone.

Each collaboration model includes exclusive Hello Kitty merchandise designed exclusively for Sony Store customers.

The Sony Store exclusive collaboration goods have been thoughtfully designed to combine practicality with everyday style. Created to complement Sony products, these exclusive items incorporate Hello Kitty's signature charm, bringing a touch of joy and personality to daily outings and music experiences.

■ **Sony Xperia 10 VIII · Hello Kitty Collaboration Model Set**





This collaboration package includes the Xperia 10 VIII smartphone, an exclusive Sony Store original Hello Kitty sacoche-style shoulder bag designed to carry Xperia and other small essentials, and a Hello Kitty tote bag for everyday use.

By combining the slim, lightweight, and sophisticated design of Xperia 10 VIII with Hello Kitty's iconic charm, this collaboration brings a touch of joy to everyday experiences — from staying connected, capturing special moments, or enjoying entertainment on the go.

※No design engraving or printing is applied to the Xperia device itself.

Key Features of Xperia 10 VIII

- Advanced Camera System: 1/1.56" sensor covering 3 focal lengths with 2x optical zoom for clear night views.
- Top Audiovisual & Screen Experience: 50% brighter screen, 15% louder front dual speakers, paired with 3.5mm jack, Hi-Res, LDAC, and DSEE Ultimate high-resolution audio technologies.
- AI Intelligence & Quick Launch: Dedicated shortcut key for camera and payment, integrated with Google Gemini and Circle to Search.
- Aesthetic Design: 168g ultra-lightweight body with a semi-transparent finish for stable one-handed grip.
- Performance Speed & Ultimate Expansion: Supports up to 2 TB microSD expansion and 6 GB virtual memory for high-speed multitasking switching.

Collaboration package for audio products includes WH-1000XM6, WH-CH730N, and WH-CH530, along with a Sony Store exclusive original Hello Kitty pouch (carrying case) for storing your device and personal belongings, and a Hello Kitty tote bag for everyday use.

**■ Sony WH-1000X M6 · Hello Kitty Collaboration Model Set**





※Available product colors:
WH-1000X M6: Black, Platinum Silver, Sandstone, Midnight Blue, Olive Gray, Sand Pink

Key Features of WH-1000X M6 Wireless Noise Cancelling Headphone

- Industry-Leading Noise Cancellation: Next-generation processors and smart algorithms to block ambient distractions.
- Studio-Grade Audio Quality: Co-developed with world-renowned recording engineers for high-precision sound.
- Immersive Cinematic Sound: Features 360 Reality Audio Upmix for Cinema to enhance movie audio effects.
- Crystal clear Call Quality: Ultra Clear microphone performance for phone calls.

**■ Sony WH-CH730N · Hello Kitty Collaboration Model Set**





※Available product colors:
WH-CH730N: Black, Off-White, Blue, Beige, Pink

Key Features of WH-CH730N Wireless Noise Cancelling Headphone

- Dual Noise Sensor technology to immerse you in your music: Equips with twin mics and offers 20-level adaptive Ambient Sound modes.
- All-day Comfort for Listening Anywhere: 207g slim headband with thermo-foamed, wrinkle-free ear cushions with improved comfort and stability during extended wear.

- Tailor Your Ideal Sound with Balanced Tuning & Versatile EQ: Refined with 1000X-series know-how, DSEE restoration, upgraded 10-band EQ, Gaming EQ presets and immersive 360 Reality Audio.

**■ Sony WH-CH530 · Hello Kitty Collaboration Model Set**





※Available product colors:
WH-CH530: Black, Off-White, Cobalt, Coral, Pink, Mint

Key Features of WH-CH530 Wireless headphone

- Six playful colours, light comfort for all-day wear: Up to 55 hours of battery life for long-lasting playback. Available in 6 playful, trendsetting colors.
- Sound, Just the Way You Like It: Enjoy great sound with DSEE technology restores lost details from compressed and streamed audio tracks. Upgraded 10-band EQ and Gaming EQ for customized sound tuning plus immersive 360 Reality Audio.
- Safe Listening: Tunable maximum volume control with 5 selectable limit levels in the app.

The design incorporates Hello Kitty's charming world into Sony's signature premium and simple headphone design. It allows users to enjoy Hello Kitty's appeal not only while listening to music but also when carrying the product throughout their day.

**■ Social Engagement Game – Share Your "Hello, Sony" Moment**
To extend the fun of the Sony · Hello Kitty collaboration, Sony will launch a social engagement game from **8 to 30 September 2026**, inviting fans to share their own Sony · Hello Kitty moments.

**How to Participate:**
**Step 1: Check In and Upload Your Photo**

- Visit one of the designated Sony Stores in person — Causeway Bay Sony Store or Mongkok Sony Store — to take a photo at the Hello Kitty × Sony collaboration photo spot.
- Upload the photo to Instagram, Facebook or Threads.
- Tag @SonyHongKong in the post and include the hashtag #HelloSony.

**Step 2: Become a My Sony Member**

- Participants must be My Sony members and opt in to receive promotional communications.
- Link your account to the official Sony WhatsApp account and submit the link to your social media post via WhatsApp.

**Prize:**

- The entry with the highest total engagement, including likes, comments and shares, will be selected as the most popular entry.
- The winner will have the chance to receive a pair of WH-1000X M6 Wireless Noise Cancelling Headphones in Smoky Pink.

**■ Participating Stores**

During the campaign period, customers are welcome to visit the designated Sony Store locations to experience the Sony × Hello Kitty collaboration and take part in the social engagement game. The two participating stores are:

- **Sony Store, Hong Kong**
  No.503-504, Hysan Place, Causeway Bay
  Business Hours: 11:00am to 9:00pm
- **Sony Store, Mongkok**
  L7-01, Langham Place Shopping Mall, 8 Argyle Street, Mongkok, Kowloon
  Business Hour: 11:00am to 9:00pm

For store addresses and the latest opening hours, please visit the Sony Store Locator.

**Pricing and Availability**

The **Hello Kitty Collaboration Model Set** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129. Details of the price are as follows:

| Collab Model | Package Price |
|---|---|
| **Xperia 10 VIII** | HK$5,399 |
| **WH-1000XM6** | HK$3,249 |
| **WH-CH730N** | HK$1,249 |
| **WH-CH530** | HK$699 |

For more datils on Sony x Hello Kitty Collab Model Campaign Site, please visit here.

Inquiries Regarding the Collaboration Goods (Hello Kitty Pouch/Carrying Case & Tote Bag)
collab-goods_sec@sonymusic.co.jp

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

**About Hong Kong Electronics Solutions Company**

Hong Kong Electronics Solutions Company (HKESC), 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.