SONY

Press Release

Sony Hong Kong Announces Launch of "Sony's Official Goods" Collection Debuting Alongside the All-New Concept Sony Store Tsim Sha Tsui



Reinterpreting Music Heritage and Iconic Design into Everyday Lifestyle Aesthetics for Hong Kong Culture Enthusiasts

Hong Kong, October 2, 2026 – Sony Hong Kong today proudly announces the official launch of "Sony's Official Goods," a brand-new lifestyle merchandise collection designed to bring Sony's iconic music heritage and signature design culture closer to everyday life. The collection is available starting today at Sony Stores and the Sony Store Online, delivering a holistic lifestyle aesthetic for local culture and audio-visual enthusiasts. Coinciding with its official launch, the newly upgraded Sony Store Tsim Sha Tsui was grandly reopened. Beyond the new merchandise, the reopened store debuts a series of exclusive experiences including a dedicated coffee space and an AI-powered companion robot aibo Interaction Zone. Calling all Sony fans! Don't miss out!

"Vinyl records, cassette tapes, the Walkman—Sony has continuously created experiences that allow people to enjoy music with freedom. Over the years, we have been deeply moved by how Hong Kong people have embraced and supported Sony's technology and innovation. As a sign of our sincere appreciation, we are thrilled to bring these official goods to Hong Kong for the very first time. By blending these musical origins with modern aesthetics, we are reinterpreting the roots and culture of music to invite everyone to embark on a new musical journey together," said Mr. Norihiko Sakura, Division Managing Director of Sony Corporation of Hong Kong.

Fusing Iconic Heritage with Contemporary Lifestyle



More than just an apparel line, the “Sony’s Official Goods” collection serves as a tangible expression of Sony’s enduring passion for sound, creativity, and design innovation. By bridging timeless brand heritage with contemporary street culture, each piece translates Sony's legendary audio history into wearable lifestyle aesthetics. The collection provides young consumers, long-time fans, and music enthusiasts an accessible way to integrate Sony’s signature identity into their personal fashion statement.

Pricing and availability

The Sony’s Official Goods collection is now available, customer can experience and purchase the collection at the grandly reopened Sony Store Tsim Sha Tsui, Sony Store Hong Kong, Sony Store Mong Kok and Sony Store online (https://www.sony.com.hk/campaigns/sony_official_goods/).

Merchandise	Price	Variations	Size
Long-Sleeves T-Shirt	HK$319	1 variation	3 sizes (M, L, XL)
Short-Sleeves T-Shirt	HK$299	2 variations	3 sizes (M, L, XL)
Key Charm	HK$49	3 variations	NA
Tote Bag	HK$99	2 variations	NA

Sony Store TST Grand Reopening Experience & Offers



To elevate the sensory retail experience, the transformed Sony Store Tsim Sha Tsui introduces an "Exclusive 1-on-1 Headphone x Dedicated Hand-Drip Coffee Experience". Through advance reservation, visitors can enjoy a personalized trial session in a comfortable private space, savoring the subtle flavors and aromas of fine hand-drip coffee while enjoying an unparalleled audio experience with Sony's latest audio products.

Sony has specially invited aibo, Sony's exclusively developed AI-powered companion robot, all the way from Japan to Hong Kong to meet local fans. Capable of walking, playing, responding to commands, and showing affection like a real puppy, aibo expresses a rich spectrum of emotions to bring warmth and delight to everyone. From 1 to 20 October, an exclusive aibo Interaction Zone will be open in-store for guests to interact closely with the adorable aibo.

Furthermore, to celebrate the reopening, an exclusive promotion will run from today until 1 November. Customers who spend HK$2,000[1] or more at the new Tsim Sha Tsui store will receive a HK$100 cash coupon for their next purchase.

Discover the newly upgraded Sony Store Tsim Sha Tsui, located at Shop 403A, Level 4, K11 Art Mall, 18 Salisbury Road, Tsim Sha Tsui. Visit us and explore Sony's latest range of cameras, audio products and smartphones.

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

About Hong Kong Electronics Solutions Company
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[1] Terms and conditions apply (not applicable to PlayStation® products and pre-orders).