

**Beats and Kim Kardashian release second collaboration, bringing her three popular neutral colors to the iconic Beats Studio Pro**

The special-edition Beats Studio Pro are available on August 15 at Apple and Amazon



**(LOS ANGELES, August 14, 2024)** — **Beats** today announced a second collaboration with mogul **Kim Kardashian** for Beats Studio Pro, the brand’s iconic over-ear headphone. The all-new “**Beats x Kim**” will be available for purchase starting at midnight on Thursday, August 15, online at [Apple.com/beatsxkim](https://apple.com/beatsxkim) and [Amazon.com/beatsxkim](https://amazon.com/beatsxkim) and in select Apple stores.

“Beats x Kim” is a visual expression of creativity and identity wrapped around premium sound. The new collaboration reimagines Beats’ flagship over-ear product in three neutral colors inspired by Kardashian’s signature palette: **Moon** (light), **Dune** (medium) and **Earth** (deep). The rich hues coupled with Studio Pro’s sleek design create an elevated listening experience with style in mind.

Kardashian first partnered with Beats in 2022 on a special-edition Beats Fit Pro, which became the brand’s best-selling collaboration and sold out on Apple.com.

“I’m so excited we’re bringing these three popular, chic colors to Beats’ most iconic and advanced headphones,” said Kim Kardashian. “Beats Studio have always been a fashion statement, so I can’t wait to see how everyone styles them.”

To accompany the launch, Kim Kardashian and late-night TV host **Jimmy Fallon** teamed up for the official campaign, which featured a humorous competition to determine who would earn the next

Beats collaboration. The winner was announced during Kardashian’s appearance on “The Tonight Show Starring Jimmy Fallon” on Thursday. Watch the campaign [HERE](#) (produced by creative agency Mirimar).

Beats Studio Pro offers next-level audio fidelity, Active Noise Cancellation and Transparency modes, Personalized Spatial Audio with dynamic head tracking, UltraPlush leather cushions, up to 40 hours of battery life, Lossless Audio via USB-C, and enhanced call performance. It is also compatible with Android phones by downloading the Beats companion app.

**Press Kit:** Download [HERE](#). Includes product images and campaign assets (Credit: Beats)

## Availability

“Beats x Kim” is available for purchase online at [Apple.com/beatsxkim](https://apple.com/beatsxkim) in the US, Canada, Mexico, UK, France, Germany, Japan, China, South Korea, Hong Kong, and Thailand for **\$349.99 (USD)** on Thursday, August 15, at 12 a.m. ET / 9 p.m. PT (Wednesday). It is available at Amazon in the US, Canada, Mexico and Japan via [Amazon.com/beatsxkim](https://amazon.com/beatsxkim).

The collaboration will be available in limited quantities at select Apple Store locations and exclusive authorized resellers below (listed by country):

### APPLE STORES

#### US

Los Angeles - The Grove  
San Francisco - Union Square  
Chicago - Michigan Avenue  
Dallas - Galleria Dallas  
New York - Fifth Avenue  
Washington, D.C. - Carnegie Library  
Miami - Aventura

#### Canada

Toronto - Eaton Centre  
Vancouver - Pacific Center

#### UK

London - Regent Street

#### France

Paris - Champs-Élysées

#### Germany

Berlin - Kurfürstendamm

#### China

Shanghai - Jing’an

### APPLE STORES (CONT.)

#### Japan

Tokyo - Omotesando

#### Hong Kong

Hong Kong - Canton Road

#### Korea

Korea - Myeongdong

#### Thailand

Bangkok - Central World

### AMAZON

US  
Canada  
Mexico  
Japan

### AUTHORIZED RESELLERS

#### UK

Argos

#### Australia

JB Hi-Fi

#### China

Tmall  
[JD.com](https://jd.com)