

CONSUMER ELECTRONICS

Bang & Olufsen partners with Waldorf Astoria Residences New York

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The brand has announced an exclusive partnership with Hilton's Waldorf Astoria Residences New York. Image courtesy of Bang & Olufsen

By LUXURY DAILY NEWS SERVICE

Danish electronics and audio company Bang & Olufsen is outfitting new living spaces with top-tier sonics.

The brand has announced an exclusive partnership with Hilton's Waldorf Astoria Residences New York, set to open on the top floors of the historic Park Avenue hotel, currently under renovation, by the end of the year. Integrating a full suite of its audio-visual products into a turnkey furniture program, Bang & Olufsen installs will be featured across the building's luxury condominiums.

"Bang & Olufsen and Waldorf Astoria are natural partners in the luxury space as two premium heritage brands," said Rick Costanzo, vice president of **Bang & Olufsen** Americas, in a statement.

"Both companies seek inspiration from our rich brand histories to cater to a cosmopolitan, modern clientele and this partnership is a perfect example," Mr. Costanzo said. "The homes at Waldorf Astoria Residences New York blend Old World sophistication with modern amenities like our curation of world-class audio-visual products."

Sound balance

Designed by interior expert Jean-Louis Deniot, furniture packages at the Waldorf Astoria Residences New York start at \$1.8 million.

High-end speakers and soundbars, including the Beolab 8, Beosound 2, Beosound Balance, Beolab 18 and Beosound Theatre, are all on offer as part of the curated Bang & Olufsen selection, remaining on view within the Waldorf Astoria Residential Gallery and soon-to-come model residences.



The Beosound Balance. Image courtesy of Bang & Olufsen

Options for varying speaker combinations, including Gold Tone and Light Oak, or Natural Aluminum and Dark Oak, complement light and dark design templates that are available to each owner of 375 total condos, ranging in size from studios to four-bedroom apartments.

Those planning to obtain a home at the Waldorf, fully furnished ([see story](#)) or not, are welcome to schedule a private appointment with a dedicated brand specialist.



Furniture packages at the Waldorf Astoria Residences New York start at \$1.8 million. Image courtesy of Bang & Olufsen

Representatives can walk future residents through inventory on-site or five minutes away at the newly-opened newly opened Bang & Olufsen flagship showroom at 540 Madison Avenue.

"Providing future residents with an opportunity to select home entertainment and audio packages prior to closing further enhances the ease of moving into a fully furnished, richly appointed Waldorf Astoria residence," said Carolyn Sebba, senior director of sales and marketing at the Waldorf Astoria Residences, in a statement.