

CONSUMER ELECTRONICS

Bose sends brand ambassadors to Paris 2024 with custom gear

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Collaborating with designer Nadine Ghos, Bose is giving audiences a glimpse of custom QuietComfort Ultra Headphones created for two Team USA stars. Image courtesy of Bose

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

American audio company **Bose** is bringing together the worlds of sonics and sports.

Collaborating with Brazilian-Lebanese fine jewelry designer Nadine Ghosn, it is gifting two brand ambassadors American tennis star Coco Gauff and American basketball player Anthony Edwards custom QuietComfort Ultra Headphones. The pieces are personalized for the world-class athletes, both of whom are competing in the 33rd-edition Olympic Games, which begin this month.

Good sport

Soon to step onto the world stage, the pair are each armed with their own statement over-ears, the Team USA talents receiving exclusive versions of the company's noise-canceling gear.

Bose's "wearable art" will accompany Mr. Edwards and Ms. Gauff, a flagbearer for Paris 2024's official opening ceremony, which kicks off Friday, Aug. 26, as they hit the courts in France this summer.

Ms. Ghosn's high-tech designs subtly nod to each of the Atlanta natives' personal and professional journeys. Rose and white 18-carat gold meets 26 carats of rainbow sapphires in red, white and blue atop the tennis star's rendition.



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The shooting guards' headphones, decorated with a total of 420 handset 18-carat gold, sapphire and diamond stones, are inspired by his classic sneakers.

Known for her blinged-out pieces, Ms. Ghosn often releases whimsical, vibrant and playful jewelry, capturing the attention of some of the biggest names in Hollywood, design and music.

Celebrities such as French fashion label Kenzo's artistic director Tomoaki Nagao, otherwise known as Nig, are among those who have taken to her London-based brand.

Bose's QuietComfort Ultra Headphones retail for \$429, and are available for purchase on [bose.com](https://www.bose.com).

Others in the industry are embracing the Olympics with their own drops and partnerships ([see story](#)).

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