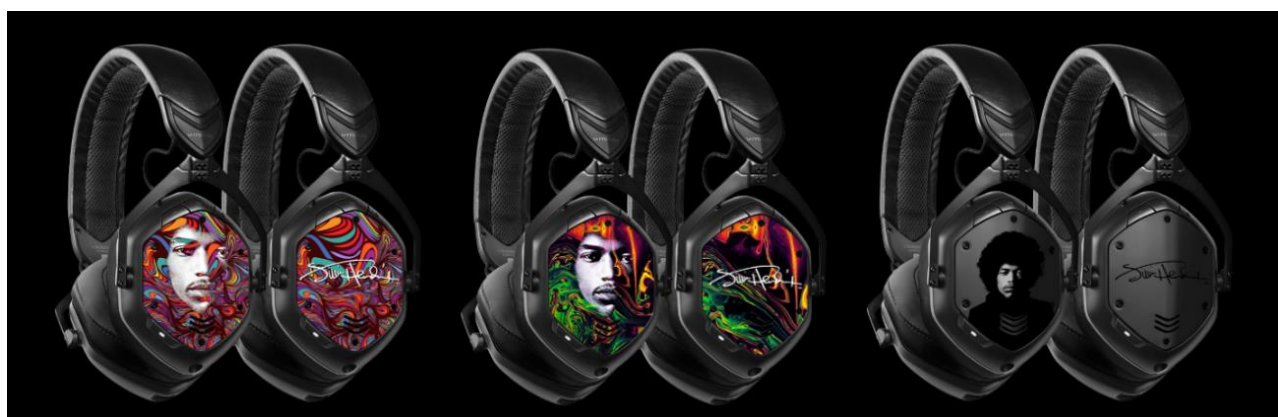




FOR IMMEDIATE RELEASE

V-MODA Honors Legendary Guitarist Jimi Hendrix for First Installment of New V-MODA Artist Series



The three new, exclusive designs, named "Peace, Love and Happiness," "Wisdom," and "Soul," are inspired by quotes and iconic moments from the electric guitar legend's life

Los Angeles, CA, November 12, 2020—Award-winning custom headphone creator [V-MODA](#) today announces it is honoring American guitar icon, musician, singer, and songwriter Jimi Hendrix in the first installment of its new *Artist Series*. Hendrix rose from humble beginnings to become one of the most influential and respected musicians of all time. Often called an "electric alchemist," he launched guitar playing into a new era with his innovative musical style and pioneered the use of tone-altering effects like fuzz, wah, phasing, and more.

Looking to capture his vast impact on music, V-MODA translated critical moments from the musician's life into three stunning designs. The exclusive designs, named "Peace, Love and Happiness," "Wisdom," and "Soul" allow Hendrix fans and admirers to wear their admiration proudly on their V-MODA Crossfade 2 Wireless headphones.

"We're thrilled to have the privilege of showcasing an icon such as Jimi Hendrix as the first in our new *Artist Series*, and to be incorporating these three new designs into our

acclaimed headphones," says Luca Bolognesi, VP of Marketing Technology of V-MODA. "With the addition of the quality and versatility of the Crossfade 2 Wireless, this line is perfect for music-lovers who want to extend their appreciation to what they wear, rather than just what they listen to."

"Peace, Love and Happiness" (XFBT2-PLH)



This exclusive design is inspired by Hendrix's famous "peace, love and happiness" quote. The psychedelic art style embodies the ambiance of the late-'60s era in which he rose to become an American legend.

The "Peace, Love and Happiness" exclusive designs can be found at authorized independent V-MODA retailers in the U.S. for \$219.99. For a full list of independent dealers, click [here](#).

"Wisdom" (XFBT2-WISDOM)



Derived from Hendrix's famous "knowledge speaks, but wisdom listens" quote, the Wisdom design's muted art style expresses the level of thoughtful sophistication Jimi depicted in his words. One in which a sage and knowledgeable person will speak when sharing knowledge—but listen otherwise.

The "Wisdom" exclusive designs can be found on [Amazon](#) for \$219.99.

“Soul” (XFBT2-SOUL)



This design captures the motivation behind and impact of Jimi's move to London in 1966 to create the Jimi Hendrix Experience—and in turn, change music forever. The design pays homage to the lava lamp, an iconic home furnishing piece created in the

1960s by UK entrepreneur Edward Craven Walker, marrying Jimi's ascension in the era and his appreciation for the UK and the life he lived there, into one.

The "Soul" exclusive designs can be found on [Adorama](#) for \$219.99.

The Foundation: Crossfade 2 Wireless

At the core of these new, exclusive designs are the popular V-MODA Crossfade 2 Wireless headphones, giving users the best of both worlds: sounding virtually identical in Bluetooth mode and pure analog wired mode for audiophiles, musicians, DJs, and music aficionados. Additionally, the 50mm dual-diaphragm drivers provide a clean, deep bass, vivid mids and a wide 3D soundstage for a seamless listening experience. Crossfade 2 Wireless is certified by the Japan Audio Society (JAS) to Hi-Res Audio standard in wired mode. Built to travel, the Crossfade 2 Wireless headphones boast 14 hours of wireless playback on a single charge and fold down to fit into their hard-shell travel case, which includes storage room for charging and audio cables on-the-go. Crossfade 2 Wireless can also pair with two sources at one time—like a smartphone and smartwatch while working out—making it easier to be wholly connected to devices without having to sacrifice one or the other.

Crossfade 2 Wireless Features

- V-MODA award-winning signature sound (50+ Editors' Choice Awards) both in wireless mode via Bluetooth technology and wired mode for pure analog and zero latency essential for gamers and DJs
- Lithium-ion battery provides up to 14 hours of continuous music, entertainment and calls. Recharge it to 100% in 100 minutes thanks to the included elegant V-Micro USB cable; unlimited hours of music in analog wired mode
- Dual-diaphragm 50mm drivers and hi-resolution CCAW Japanese coil for Hi-Res Audio certification (JAS) when cabled Built-in hidden microphone specially tuned and optimized for phone calls and voice assistants
- Bigger memory foam cushions and sturdy yet flexible metal-core headband provide comfort for extended listening sessions and natural noise isolation
- CliqFold hinge for ultimate convenience and to fold headphones into impossibly small exoskeleton case on-the-go

For the full press kit, including hi-res images of all three exclusive designs, click [here](#).

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About V-MODA

Designed in Milan, engineered in Japan and made to create, V-MODA is the music lifestyle brand where state-of-the-art tech meets stylish design. Founded in 2004, V-MODA has won multiple accolades for products that have become best-selling fan

favorites and are considered essential gear by top performing artists from a variety of genres. V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in design-centric music products, with the partnership progressing in 2019 to fully incorporate V-MODA into the Roland family and facilitate a greater vision for the growth of both brands. Crafting with a “creators first” approach, Roland and V-MODA create high-quality audio products made for sound as both the artists and audio engineers intended. Visit www.v-moda.com follow us on [Facebook](#), on Twitter ([@VMODA](#)) and on Instagram ([@VMODA](#)).

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