# Braun Audio goes Korea

2022-01-26 - Trade Shows & Events

## Braun Audio launched in Korea

January 25th, 2022

Today marked the launch of Braun Audio in Korea. Our distribution partner KD-Sound has put together a high-end launch event in one of the most prestigious design shops globally, 10 Corso Como in Seoul. Originally from Milano the store combines the latest in design and fashion and attracts a very stylish crowd across the world.

The Cheongdam store in Seoul is located in the famous Gangnam district and known as an upmarket shopping area, with the main shopping street dubbed 'Cheongdam Fashion Street .

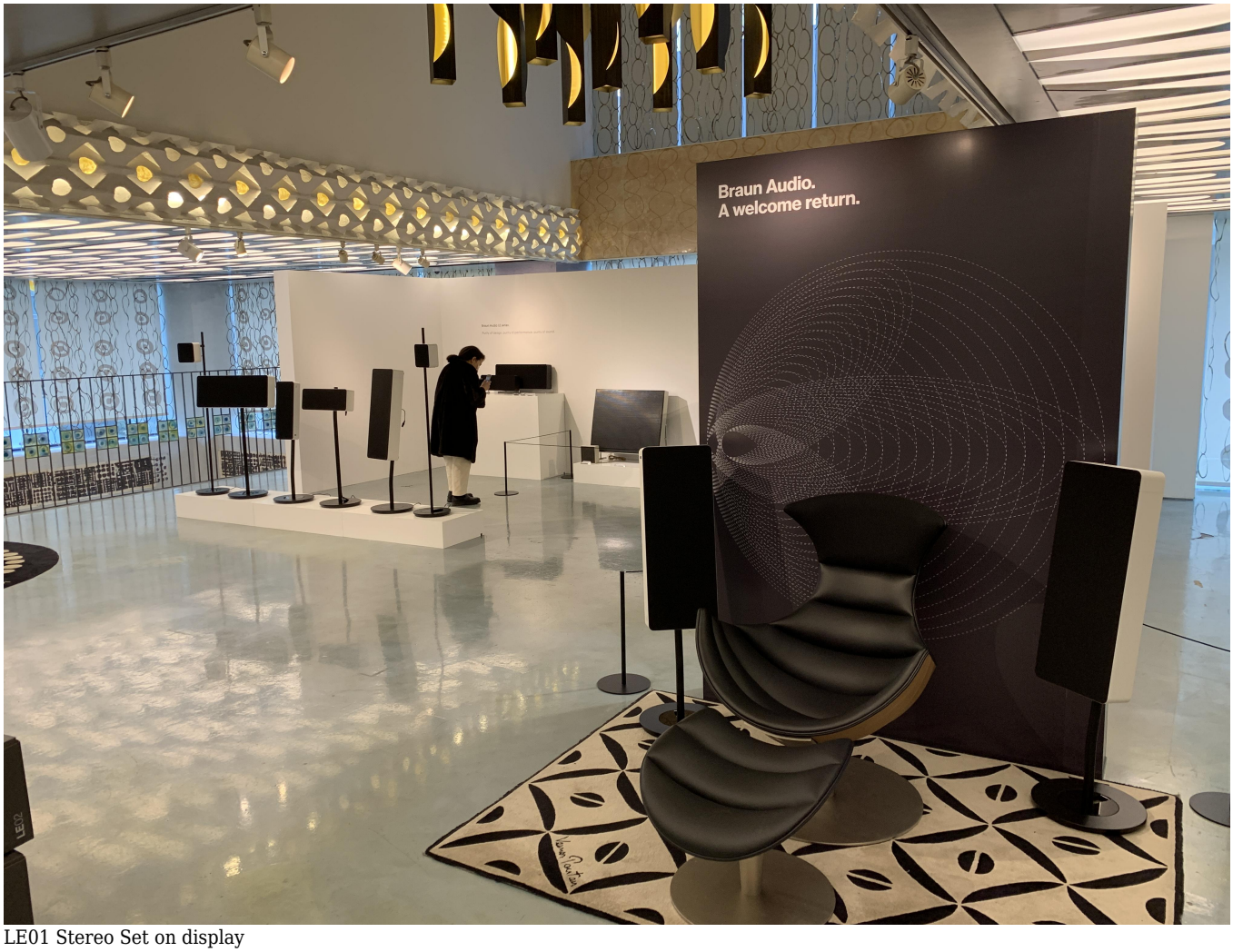
The launch of Braun Audio in Korea is therefore celebrated with a pop-up store in this famous and premium shopping area. For an entire month, visitors will be able to explore the new LE range from Braun as well as indulge in historic Braun products and learn about the Braun design principles and iconic head of design Dieter Rams.



Pop-up Store 10  Corso Como Seoul



The Braun Audio LE range on display @10 Corso Como



LE01 Stereo Set on display

KD Sound is our exclusive distributor in Korea and will take over marketing, customers service, and sales function for the brand.