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Tivoli Audio Introduces New Shades and Patterns



What's a premium company to do when its innovative designs are frequently copied by low-end competitors? Keep innovating and leave them in the dust.

Tivoli Audio, maker of eye-catching compact stereo equipment, just introduced two new lines of its NetWorks and Model One radios. The Networks Stereo Radio, which can tune in stations from around the globe via a WiFi connection, will soon be available in six new colors and four textures.

The colors—including grass green, stone gray, ocean blue, carmine red, midnight black, and frost white—offer a soothing palette that are meant to fit with current decorating trends. The textures, however, in patterns called zebra, chisel, lines, and V-stripes, demand attention with their energetic, jazzy looks.

The Networks Stereo Radio includes a receiver unit with speaker, plus a second speaker for stereo sound. Devices with the new colors and textures will sell for \$749.99 in September.

For the buyer looking for something really special, however, Tivoli is partnering with Italian furniture designer Giulio Cappellini to offer Networks and Model One radios with lustrous new finishes. Using a nine-layer lacquer technique, the Networks Stereo and Model One will be available in China blue, acid green, and chestnut brown. The Networks Stereo with Cappellini finishes will sell for \$999.99 and the Model One for \$289.99 when they're available in September