



## The Setai Miami Beach Announces Exclusive Partnership with Iconic Audio Specialist Sennheiser



**Miami Beach, FL – December 13, 2016** – The Setai Miami Beach is thrilled to announce their launch of an exclusive partnership with audio specialist [Sennheiser](#). Based in Germany and a producer of the world's most expensive headphones, this is Sennheiser's first and only hotel collaboration in North America, which promises to bring premium in-room listening experience to guests of the luxury property.

Combining Asian hospitality with personalized service amidst a stunning 1937 Art Deco building, The Setai's partnership with Sennheiser validates the property's commitment to offering an ultimate luxury experience for guests, promising to bring in-room listening experiences to a new level.

*"Providing our guests with the best quality in service is what we strive for at The Setai Miami Beach,"* says General Manager, Alex Furrer. *"When the opportunity to work with Sennheiser arose, we saw a synergy in the two brands' quality which makes this a complimentary partnership for all involved."*

Sennheiser has been at the pinnacle of the audio industry since 1945, serving as an aspiration for patrons worldwide by combining quality, convenience and design to produce the strongest product on the market. As a leading choice for The Setai's discerning clientele, The Ocean Suites now feature Sennheiser Momentum Wireless headphones, while the hotel's Specialty Suites have Sennheiser Momentum HD 800, combined with an HDVD 800 amplifier and a high-resolution media player.

*"Sennheiser and The Setai share many of the same values - most importantly, delivering a no compromise, premium experience to customers,"* adds Uwe Greunke, Director Global Marketing at Sennheiser. *"We are looking forward to providing guests of The Setai, who expect nothing but the best, with a truly premium listening experience."*



### **About The Setai Miami Beach**

Situated ocean-side in the heart of Miami's most desirable location in South Beach The Setai Miami Beach is an international leader in hospitality and the hotel of choice for the sophisticated international traveler. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco façade. The Setai features 125 suites and amenities including three temperature-controlled pools, beach front services, exceptional dining experiences led by Executive Chef Mathias Gervais, a new Spa at The Setai by THÉMAÉ and a Clefs d'Or concierge, all under Swiss General Manager Alex S. Furrer. The hotel is privately held and operated; it holds memberships in The Leading Hotels of the World and was awarded the coveted Forbes Travel Guide Five Star Award in 2015 and 2016. For more information, visit [thesetaihotel.com](http://thesetaihotel.com). Facebook: /thesetai. Twitter: @TheSetai.

### **About Sennheiser**

Audio specialist Sennheiser based in Wedemark near Hanover is one the world's leading producers of headphones, microphones and wireless transmission technology with its own plants in Germany, Ireland and the US. Sennheiser operates in more than 50 countries. Together with 19 subsidiaries and long-standing trading partners, the company sells innovative products and future-oriented audio solutions which are optimally tailored to customers' needs. This enthusiasm for audio technology is shared by some 2,750 employees worldwide who work for the family-run company, which was established in 1945. Daniel Sennheiser and Dr. Andreas Sennheiser took the helm in 2013 and are the third generation to manage the company. In 2015, the Sennheiser Group's turnover totaled €682 million. [www.sennheiser.com](http://www.sennheiser.com). For more information on Sennheiser, please visit <https://en-us.sennheiser.com/headphones>

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