



TINSEL

SHINE.

DON'T SETTLE.

*press kit | july 2016*

Style meets function with luxury audio necklace,  
The Dipper by Tinsel.

# COMPANY & PRODUCT



## WHAT IS TINSEL?

Tinsel is an audio necklace - we've made headphones truly wearable by blending chic jewelry design with high-quality earbuds.

## WHY TINSEL?

Most tech essentials aren't designed with women in mind. We are changing this by creating tech jewelry to ensure that women can enjoy technology without sacrificing their style.

Tech accessories like headphones are often stuffed at the bottom of a purse, get tangled, and become worn out over time. Even worse, they downgrade the outfit that a woman spends valuable time putting together.

At Tinsel, we know that true utility is determined by more than function alone. It is the balance of style, functionality, and how it makes women feel.

## OUR VISION

We're different than other companies in the wearables space in two ways: we use fashion and technology to serve an essential purpose, and our products are created for women by women who are dedicated to delivering quality products, uncompromising in the details.

# PRESS RELEASE

## TINSEL DEBUTS THE DIPPER: TECH JEWELRY DESIGNED FOR WOMEN, BY WOMEN

*Tinsel Redefines Utility with Fashion-Forward Wearable that Conceals Earbuds Within Its Necklace Design*

### SAN FRANCISCO

- Tinsel ([www.tinsel.me](http://www.tinsel.me)) has launched a new kind of wearable for women – a necklace with the full functionality of headphones built into it.
- Tinsel's first piece is the Dipper – a chic audio necklace that does everything the earbuds that come with your smartphone can do. With the Dipper, you can play music, take phone calls, summon Siri, while never worrying about your headphones clashing with your outfit, getting tangled in your purse or breaking from overuse.
- Instead of Bluetooth, the Dipper operates via the standard plug-in connector for headphones, which means that you can use it with a phone, tablet, laptop, mp3 player or anything else with that connection.
- The Dipper never needs charging – which has been a major hurdle for wearable adoption. You just put it on, plug it in and go, no syncing or pairing required.
- The Dipper's key features and benefits include:
  - Bold, distinctive jewelry design
  - Premium sound quality that rivals top audio brands
  - Earbuds sized to fit most women's ears
  - Microphone and three-button remote control
  - 3.5mm audio connector
  - Two-color finish options: gold and gunmetal
- Tinsel founder and CEO Aniyia Williams recognized that consumer electronics are rarely designed with women in mind, despite that women are top consumers of tech products like smartphones, tablets and other accessories. Within the \$5B wearables market, she saw an opportunity to cater to women and launched Tinsel to create jewelry that uses technology to serve a functional purpose, without sacrificing style.
- Tinsel is led by a team of women who have been meticulous in thinking through the use cases and daily experiences of women when crafting the design and function of the Dipper.
- To build a community of early adopters and tech-loving ladies, Tinsel successfully completed an Indiegogo campaign in November 2015 ([www.tinsel.me/indiegogo](http://www.tinsel.me/indiegogo)), with shipments reaching customers in fall 2016. The retail price for the Dipper will be \$249.

Quote: Aniyia Williams, Founder and CEO, Tinsel

"We feel that most hardware companies really aren't thinking about women when they design their products. Our needs tend to be an afterthought, so we're relegated to a pink or leopard-print edition of a one-size-fits-all solution. That's not good enough anymore. We can do better."

## ABOUT TINSEL

Tinsel is on a mission to create "tech jewelry" for women so they can enjoy technology without sacrificing their style. Armed with the belief that style and function don't have to be exclusive, their first product is a necklace with fully integrated headphones. Tinsel is based in San Francisco, California. To learn more about Tinsel, please visit: [www.tinsel.me](http://www.tinsel.me)