



BOSE PARTNERS WITH CHART-TOPPING SINGER NORMANI

Multi-Platinum Artist Stars in New Bose Spot Previewing New Track “Candy Paint”

June 15, 2023 — Bose believes in the power of sound to reach and unite fans across the globe, and multi-platinum selling artist Normani is no stranger to using her chart-topping hits to do just this. With new music on the horizon, Bose is announcing a partnership with Normani to highlight the sounds and stories around this new era that will reach music lovers worldwide.

“As I evolve in this next chapter of my career, so has the sound I’ve curated,” said singer Normani. “Every small element has an impact on how fans will hear my music — from the instrumentation, the tones, and the lyrics. Bose understands the power these intricacies have on the music listening experience, so I’m excited to partner with them to tell my story and give fans a preview of my new music.”

To introduce the partnership, Bose has launched a digital spot that teases the artist’s upcoming song, “Candy Paint.” The spot highlights Normani’s focus on each layer and complexity of her music — and how that translates into her unique sound inspired by her upbringing, her roots as a dancer, and the power music has had in her life. Alongside Bose’s legacy of perfecting sound experiences, the relationship is a natural fit. The spot, which will appear on Bose.com and social channels, highlights the magic that happens in music with precision and attention to detail.

“At Bose, we’re a community of music lovers, and we partner with artists to help showcase the power of sound during the moments in their career that matter the most,” said Jack Daley VP, Global Media & Partnerships at Bose. “Like her music, Normani is a force in the industry — we’re excited to premiere this track with her and for what our relationship will hold in the year ahead.”

Delivering transformational listening moments is at the heart of Bose, and over the course of the last year, music has become the brand's north star. Collaborations with exceptional musical talent, like Normani, ensures that mission continues.

As Normani embarks on this next chapter in creating new music, Bose will continue to support her in bringing the power of sound to life for her fans. Click [here](#) to learn more about what moves Normani to create at the highest level.

About Bose

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For nearly 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

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