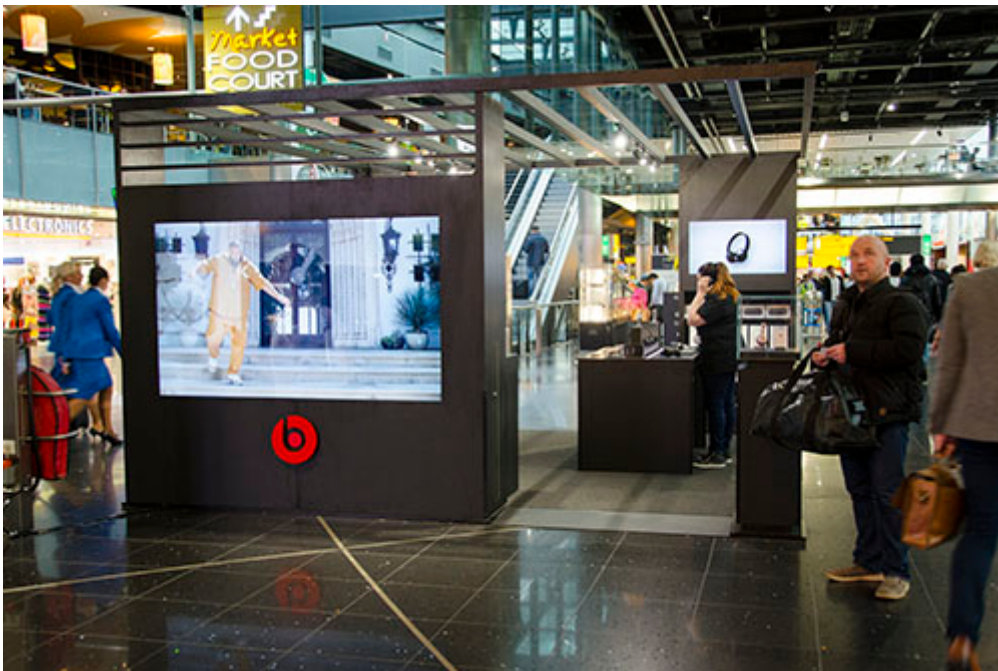


Capi celebrates Beats by Dr Dre pop-up store with new global campaign

By **Jas Ryat** on November, 15 2016 | Technology



Travel electronics specialist Capi has unveiled a Beats by Dr Dre pop-up store in Lounge 1 at Amsterdam Schiphol Airport.

The operator launched a hotly anticipated Beats line with this exclusive store opening, which took place on November 1.

Beats has released a new wireless headphone and earphone line in a “Got No Strings” campaign being launched globally, featuring celebrities singing along to the iconic Disney Pinocchio “I’ve got no strings” song.

Peter Wiggers, Capi’s Managing Director, said: “We are excited to exclusively open this Beats pop-up store from November 1 until January 2 at Amsterdam Airport Schiphol at a very special location in the center of Lounge 1.”

Anne-Marie Zuidweg, of Amsterdam Airport Schiphol, added: “Schiphol is delighted to work with business partners and brands that bring newness to the airport. The Beats pop-up store will positively add to the experience of traveling through Lounge 1.”