

Press Release

MediaMarktSaturn and Robbie Williams announce brand new collection of Audio Products – PEAQ by Robbie Williams

Launching this summer to coincide with Robbie's European tour, 'PEAQ by Robbie Williams' will feature an initial six products created in collaboration with the music icon. The 'Robbie Williams Live 2025' tour starts in May. During the tour, Robbie will perform in countries including Germany, Austria, Belgium, the Netherlands, Italy, Spain, Poland and Turkey.

Ingolstadt, Germany, 31 March 2025

MediaMarktSaturn has today announced a brand new collaboration with music icon Robbie Williams for an exclusive collection of audio products as part of the PEAQ brand. Launching in July shortly after the start of the European leg of the 'Robbie Williams Live 2025' tour, the initial six product 'PEAQ by Robbie Williams' collection will include headphones, speakers and a soundbar. All of the products will feature a sleek black design and Robbie Williams' initials and signature elegantly showcased in gold lettering.

Robbie and his team have worked closely with PEAQ throughout the creation process, from the audio tests, through to the design ideas and the final products. Future collections are set to feature an expanded range of products which will drop as part of the three-year partnership. The collection will be available in July in Germany and other European countries online and in the stores.

True to MediaMarktSaturn's motto 'Experience Electronics', this collaboration combines the company's technical expertise with Robbie Williams' status as a pop culture icon. The partnership highlights MediaMarktSaturn's position as Europe's leading electronics retailer, enhances PEAQ's visibility in the entertainment sector across the European market and further expands Robbie's impressive footprint in the entertainment world.

Mario Neuwirth, CEO of IMTRON GmbH, says: "With this exclusive PEAQ collection, we are aiming for a bold statement in the consumer electronics sector – both as a company and as a brand. We are thrilled to be collaborating with the global superstar Robbie Williams. This long-term partnership opens up new opportunities for us to further expand our strong brand PEAQ and offer music fans across Europe the perfect combination of outstanding sound quality and unique design."

Robbie Williams says: "Collaborating with the PEAQ team has been an amazing experience and I've learnt a lot about creating products of quality at an affordable price point. I'm excited to launch this wonderful partnership. I look forward to a successful relationship with PEAQ and I hope everyone likes the products as much as I enjoyed creating them with the MediaMarktSaturn team."

More information on the products in the PEAQ Robbie Williams collection and corresponding images can be found here: [RobbieWilliams - PEAQ](#)

About PEAQ

PEAQ consumer electronics, an own brand of the two leading consumer electronics retailers MediaMarkt and Saturn, offers impressive quality and elegant design at moderate prices. The product ranges extend from hi-fi systems and Bluetooth speakers to Internet and DAB+ radios and are available exclusively at MediaMarkt and Saturn. Both the own brands and the two brands MediaMarkt and Saturn are managed under the umbrella of the MediaMarktSaturn Retail Group – Europe's number one in consumer electronics retail. Further information on PEAQ is available at <https://www.peaq-online.com/>.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,030 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs more than 48,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.4 billion in fiscal year 2023/24, with online sales accounting for 24 percent of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2024)

About Robbie Williams

Robbie Williams is one of the most decorated music artists in the world with six of the Top 100 best-selling albums in British history, a huge 85 million album sales worldwide, 15 UK Number 1 albums and a record 18 BRIT Awards – more than any other artist. Robbie secured his 15th UK Number 1 album in January 2025 with 'Better Man (Original Motion Picture Soundtrack)'. The music icon already held the record for the solo artist with the most UK Number 1 albums - and with this incredible new achievement he has now equalled The Beatles' record of 15 UK Number 1 albums. The critically-acclaimed biopic film 'Better Man' was released in cinemas worldwide in December 2024. Robbie's highly anticipated 'Robbie Williams Live 2025' tour will see him perform in cities across the UK, Ireland and Europe this summer; and fans are expecting a new album imminently.



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