

DEVIALET IN CHINA

S E M I - Y E A R R E P O R T 2 0 2 3

A close-up, profile view of a person's head from the side and slightly behind. The person has short, light-colored hair and is wearing a pair of black Devialet headphones. A small hoop earring is visible on their ear. The background is a soft, out-of-focus gradient.

AGENDA

THE PAST

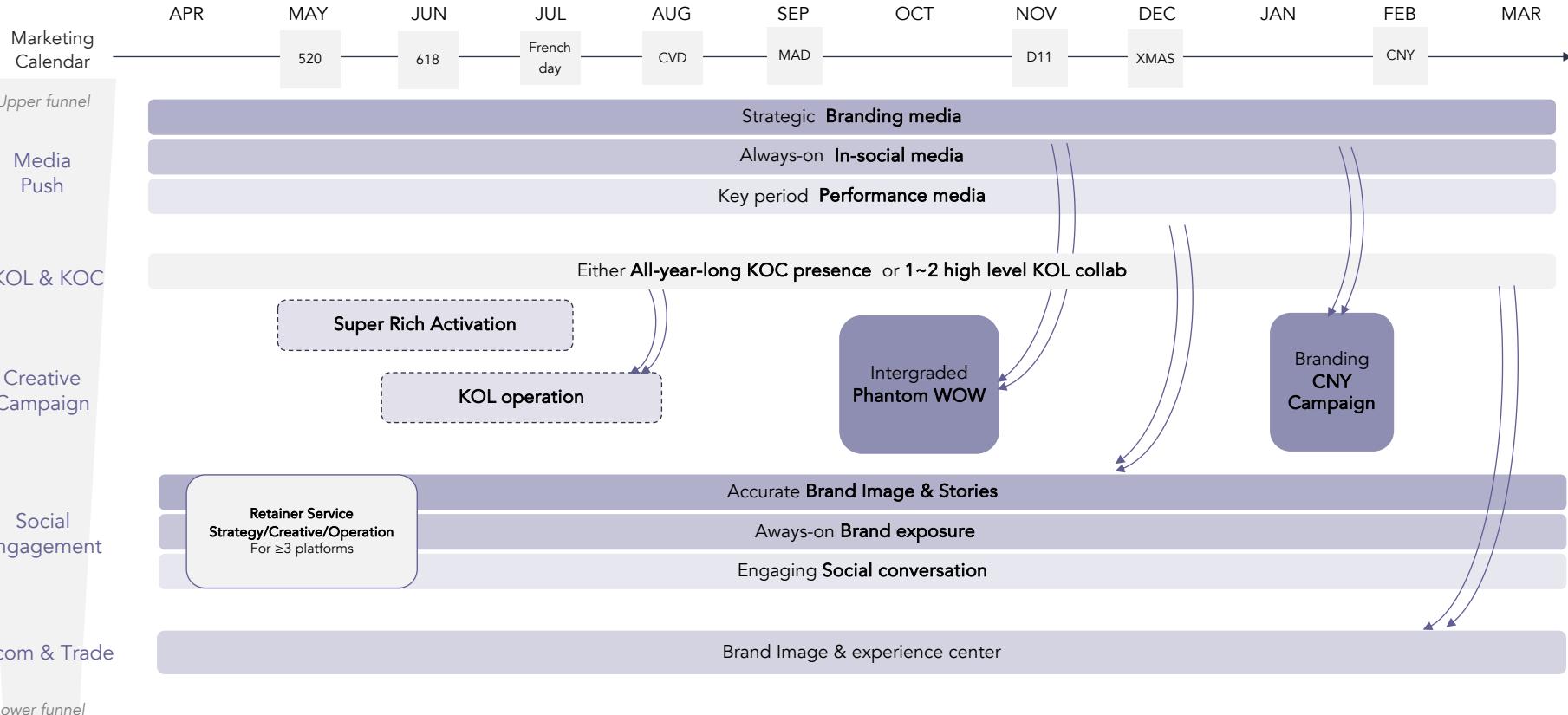
- Intro
 - Social Media Overview
 - In-social Media Buy
 - Seeding Report
-

THE NEXT

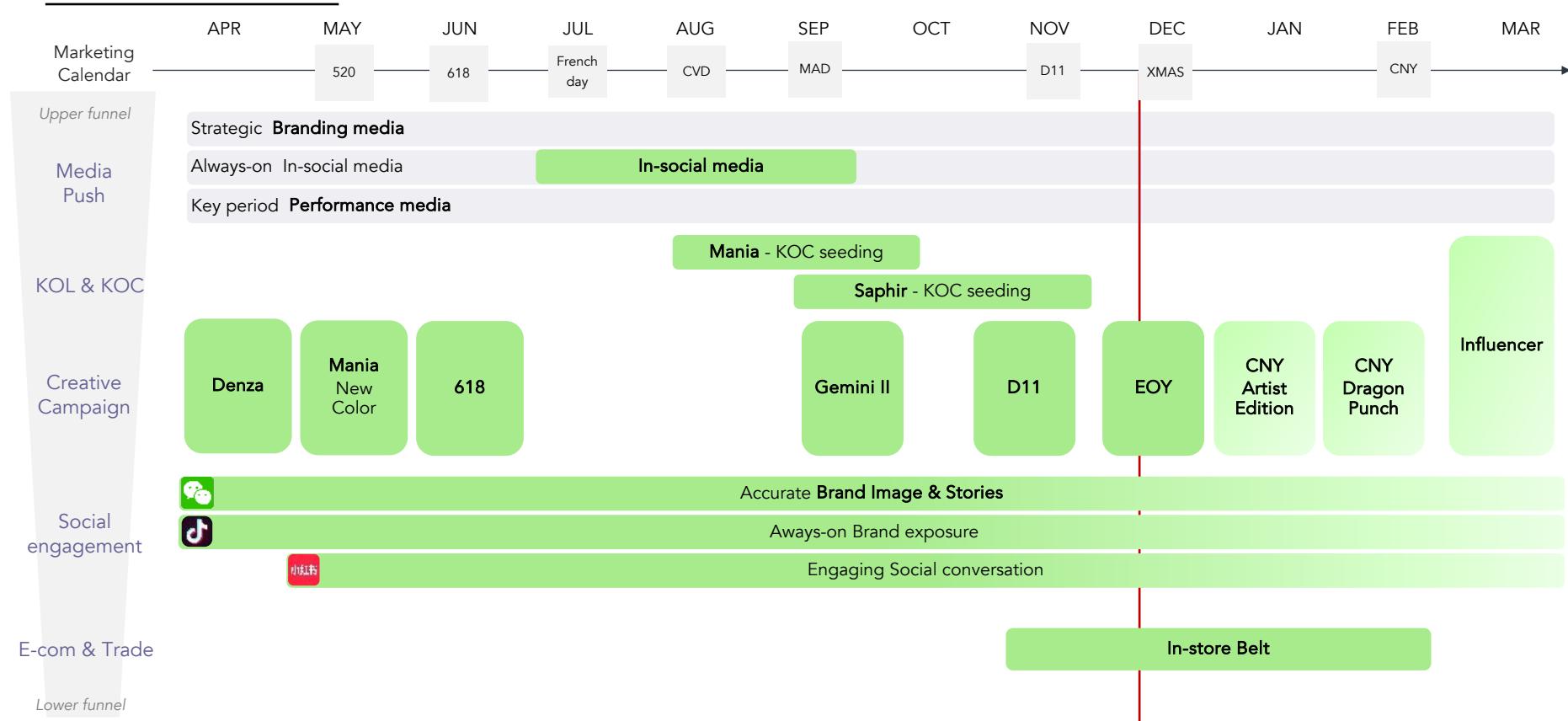
- Influencer Campaign Update
- Target Audience Discussion
- Store Locator (optional)
- Q&A

Intro

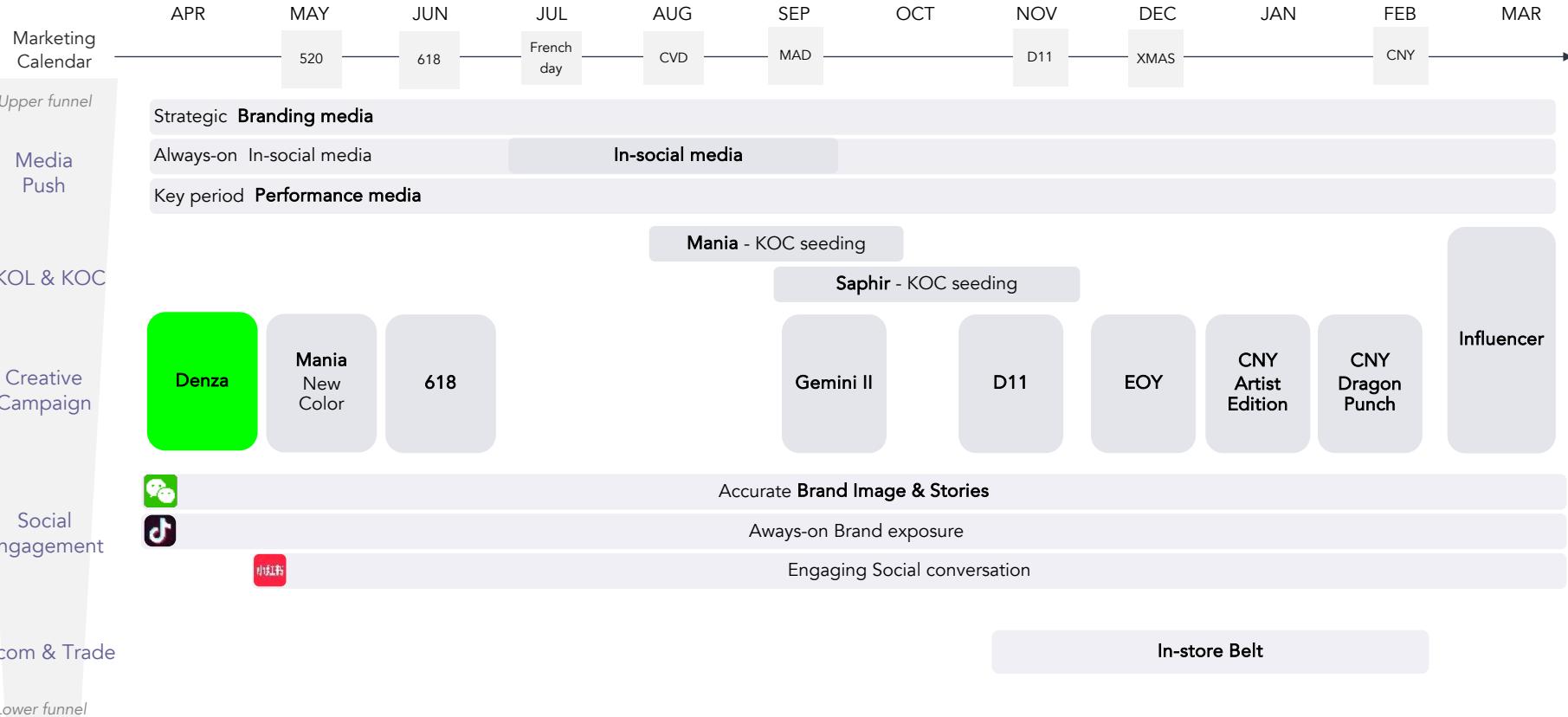
Initial Annual Plan 23/24



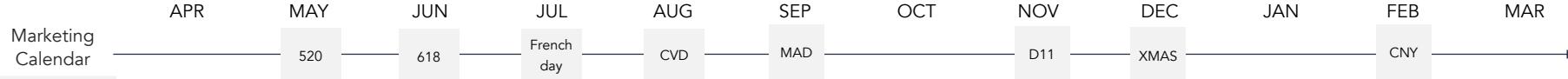
Actual Annual Work 23/24



Annual Review Licensing



Annual Review Licensing



Upper funnel

Media Push

KOL & KOC

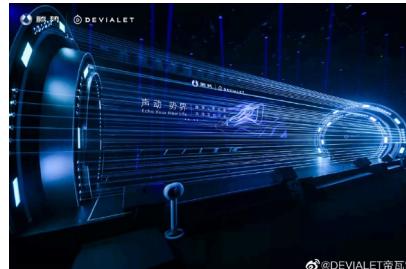
Creative Campaign

Social engagement

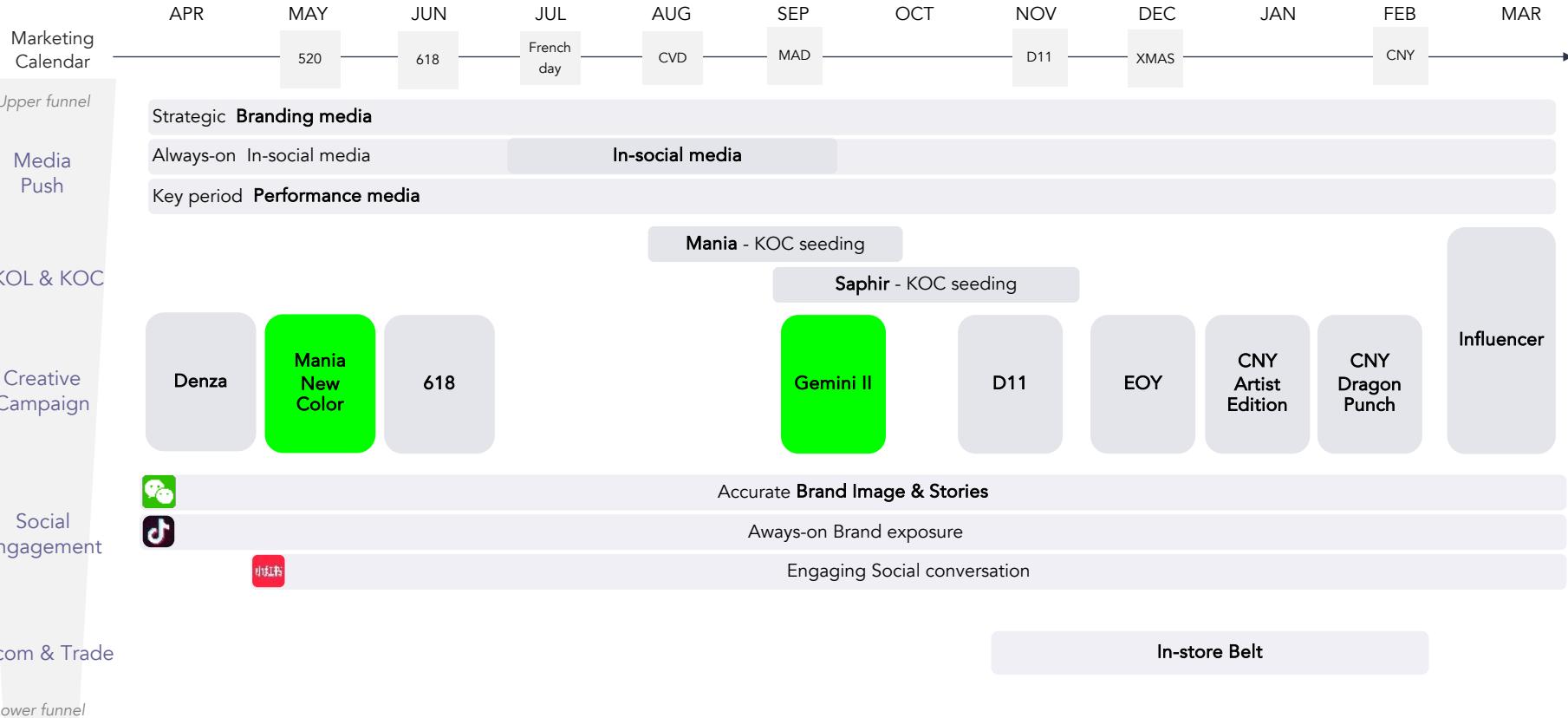
E-com & Trade

Lower funnel

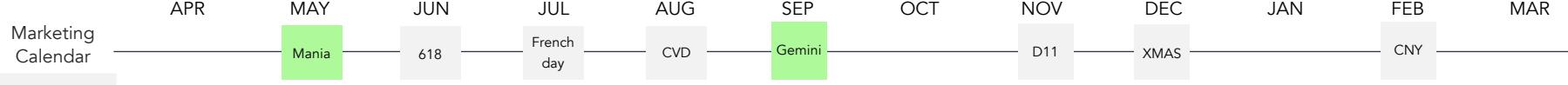
Supporting & monitoring the collaboration with Denza



Annual Review New Launch



Annual Review New Launch



Upper funnel

Media Push

KOL & KOC

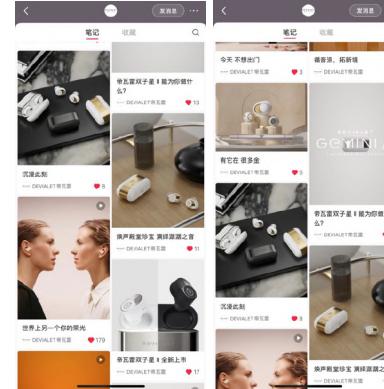
Creative Campaign

Social engagement

E-com & Trade

Lower funnel

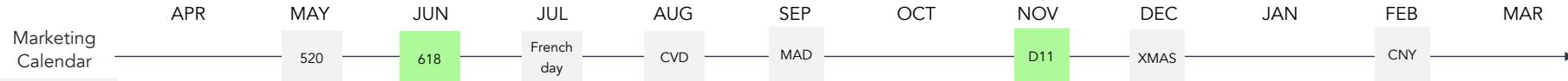
Ensure a consistent global grand launch. Maximizing the social exposure.



Annual Review Key Commercial Festivals



Annual Review Key Commercial Festivals



Upper funnel

Media Push

KOL & KOC

Creative Campaign

Social engagement

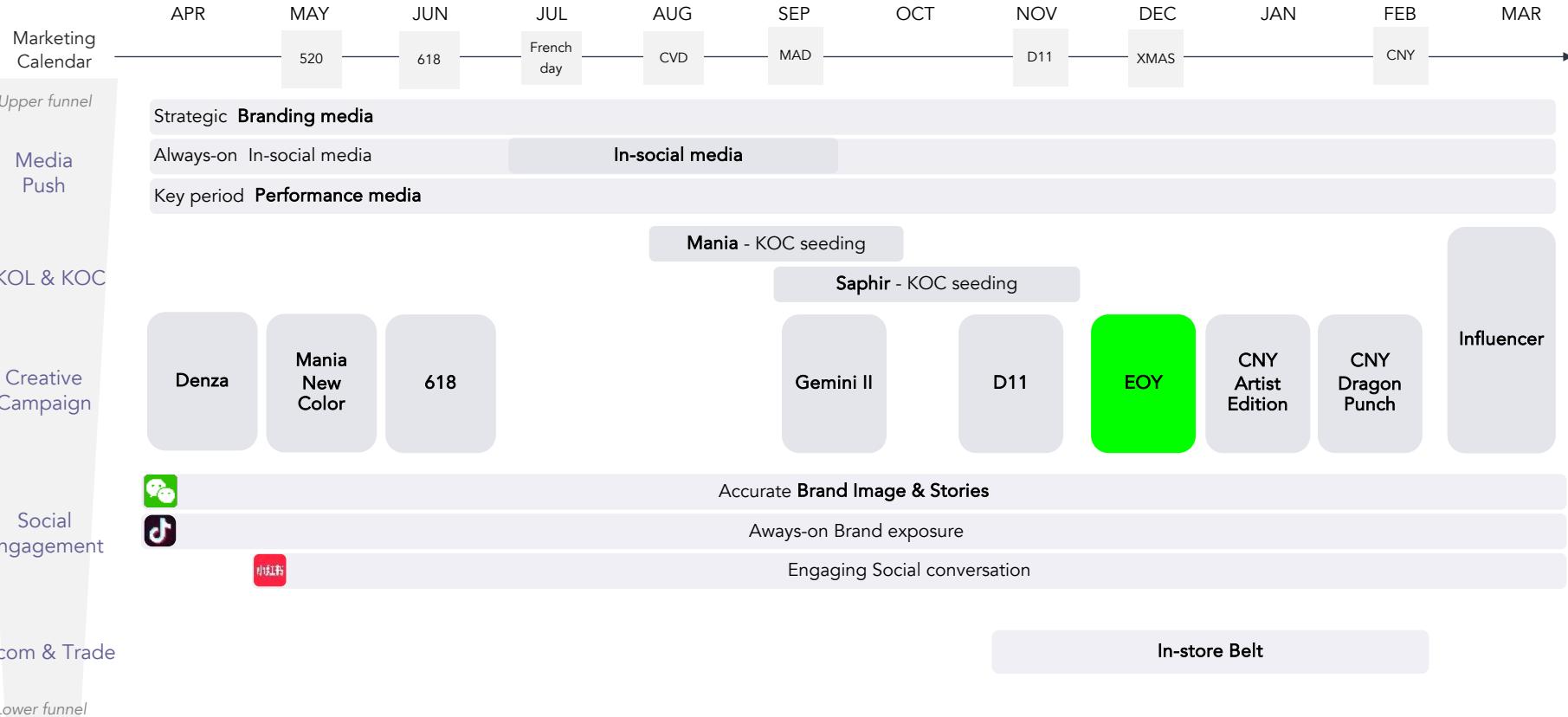
E-com & Trade

Lower funnel

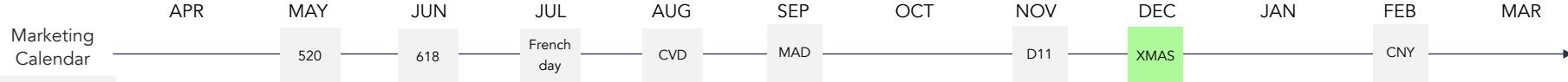
Among the early brands adopting AI tech, we ensured high quality & efficiency in content creation, boosted visibility/enriched communication during key commercial moments.



Annual Review Holiday season



Annual Review Holiday season



Upper funnel

Media Push

KOL & KOC

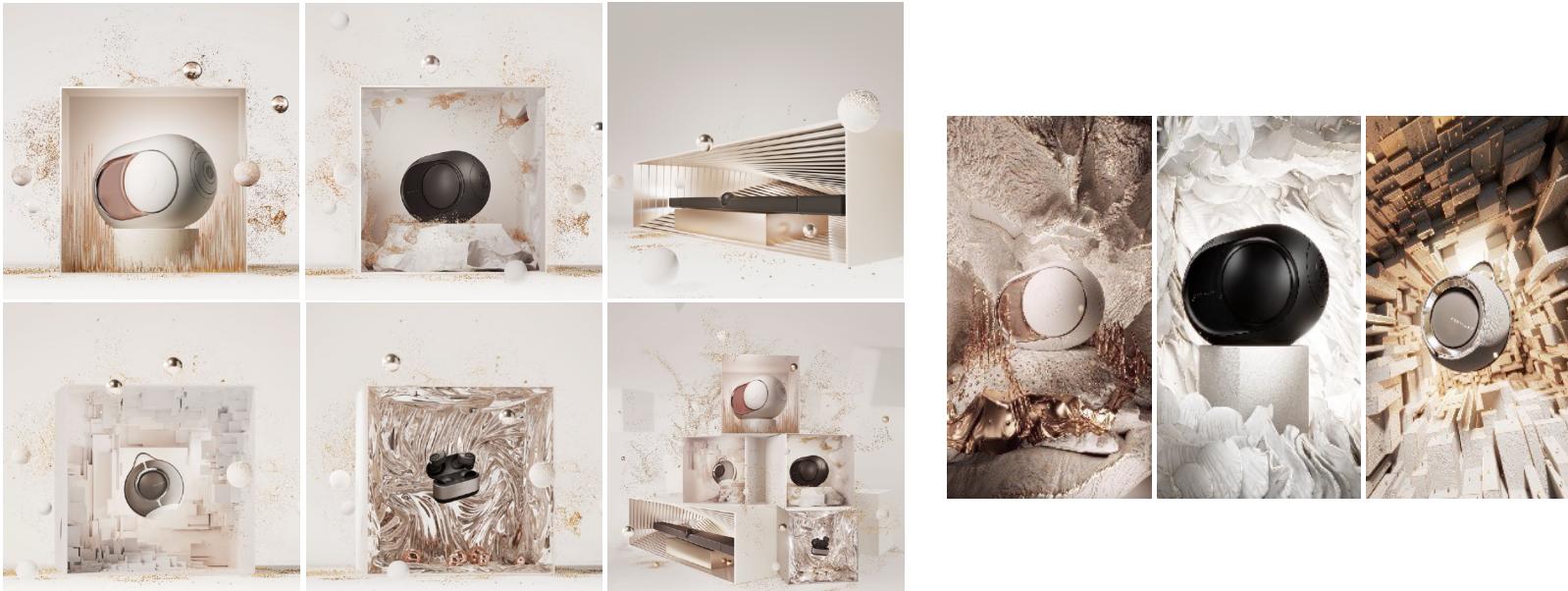
Creative Campaign

Social engagement

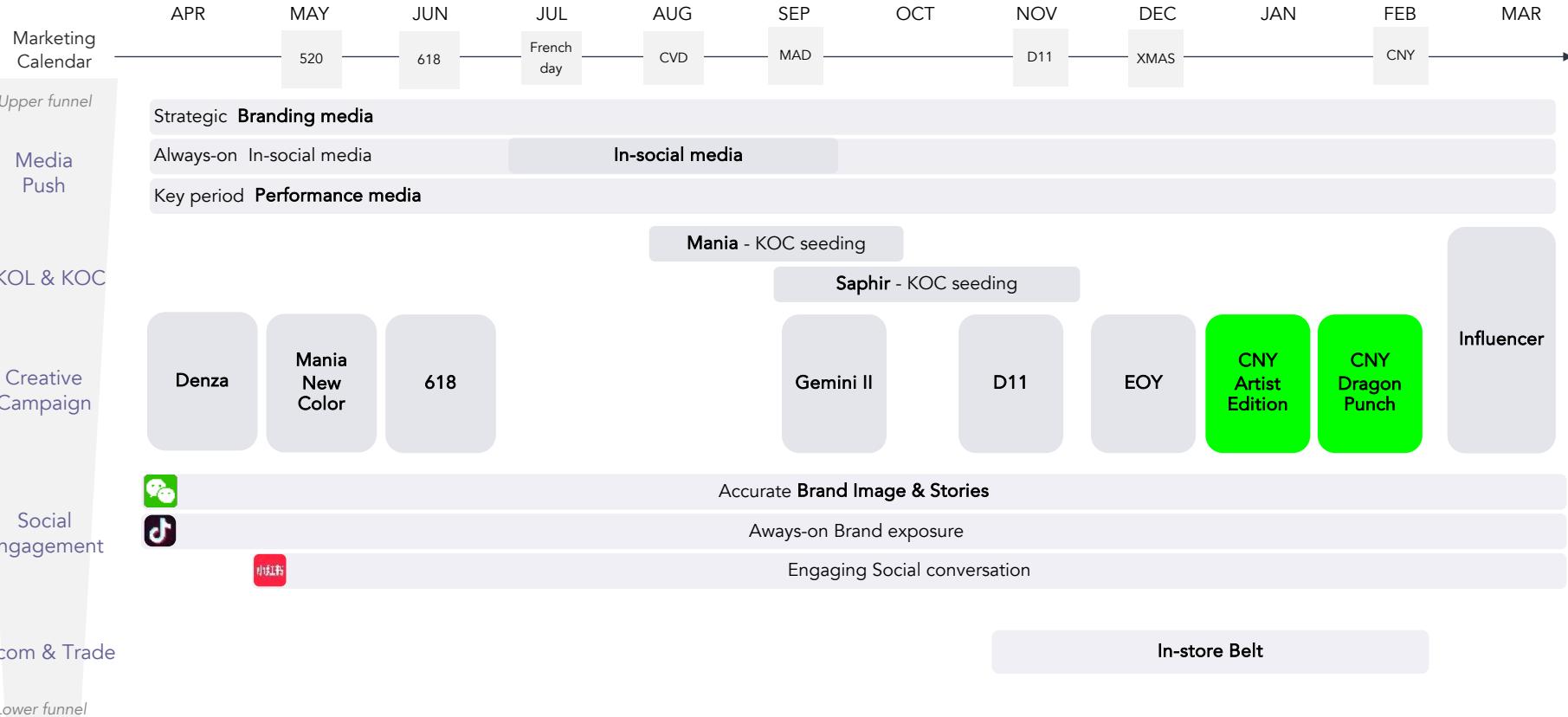
E-com & Trade

Lower funnel

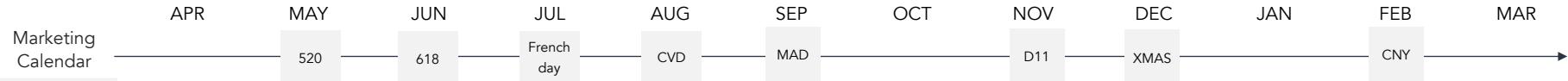
Unboxing the best sound, EOY campaign enhance the wonder delivered by Devialet.



Annual Review Holiday season



Annual Review Holiday season



Upper funnel

Media Push

KOL & KOC

Creative Campaign

Social engagement

E-com & Trade

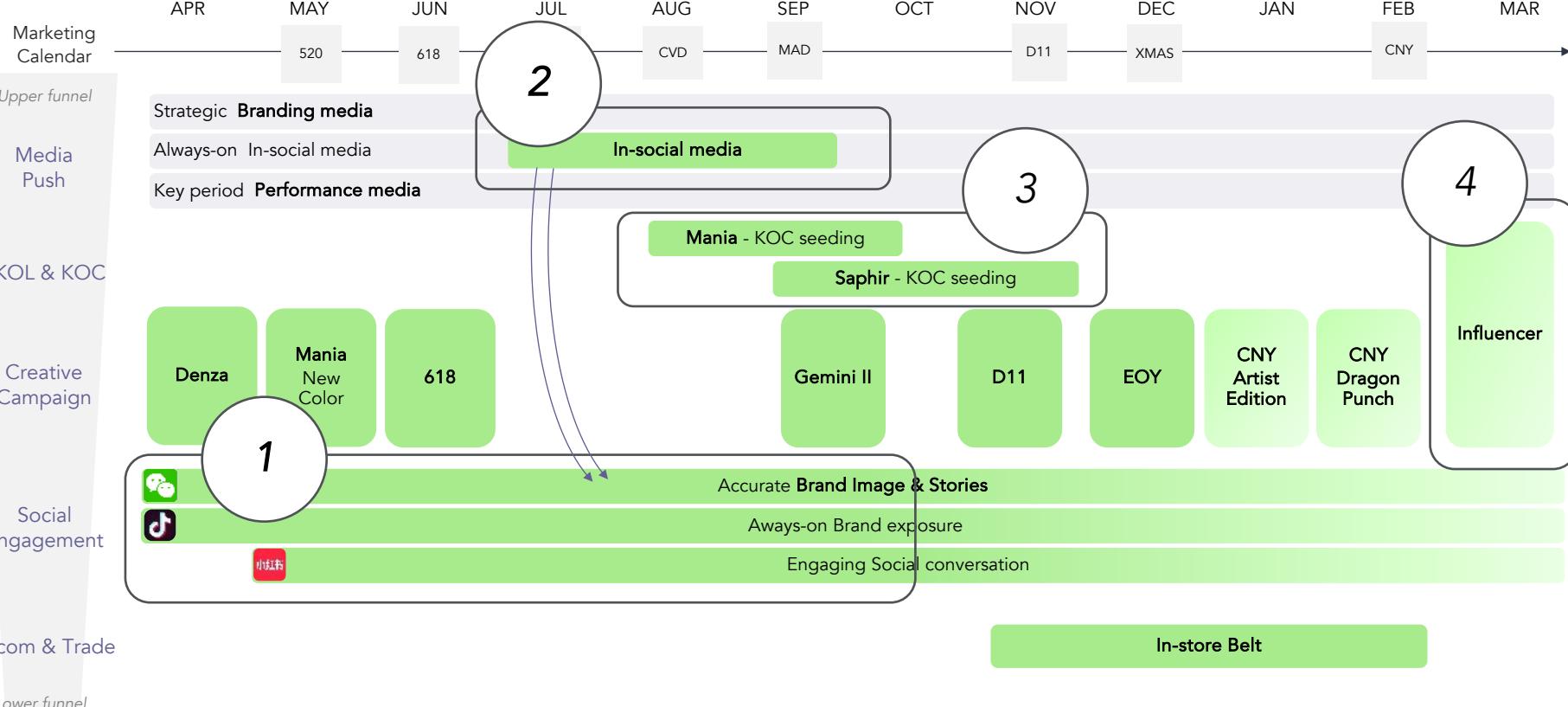
Lower funnel

Devialet celebrates CNY with the energy of dragon punch, which is as powerful as our sound.



Materials are in the process of being prepared.

TODAY'S TOPICS



1.

SOCIAL MEDIA OVERVIEW

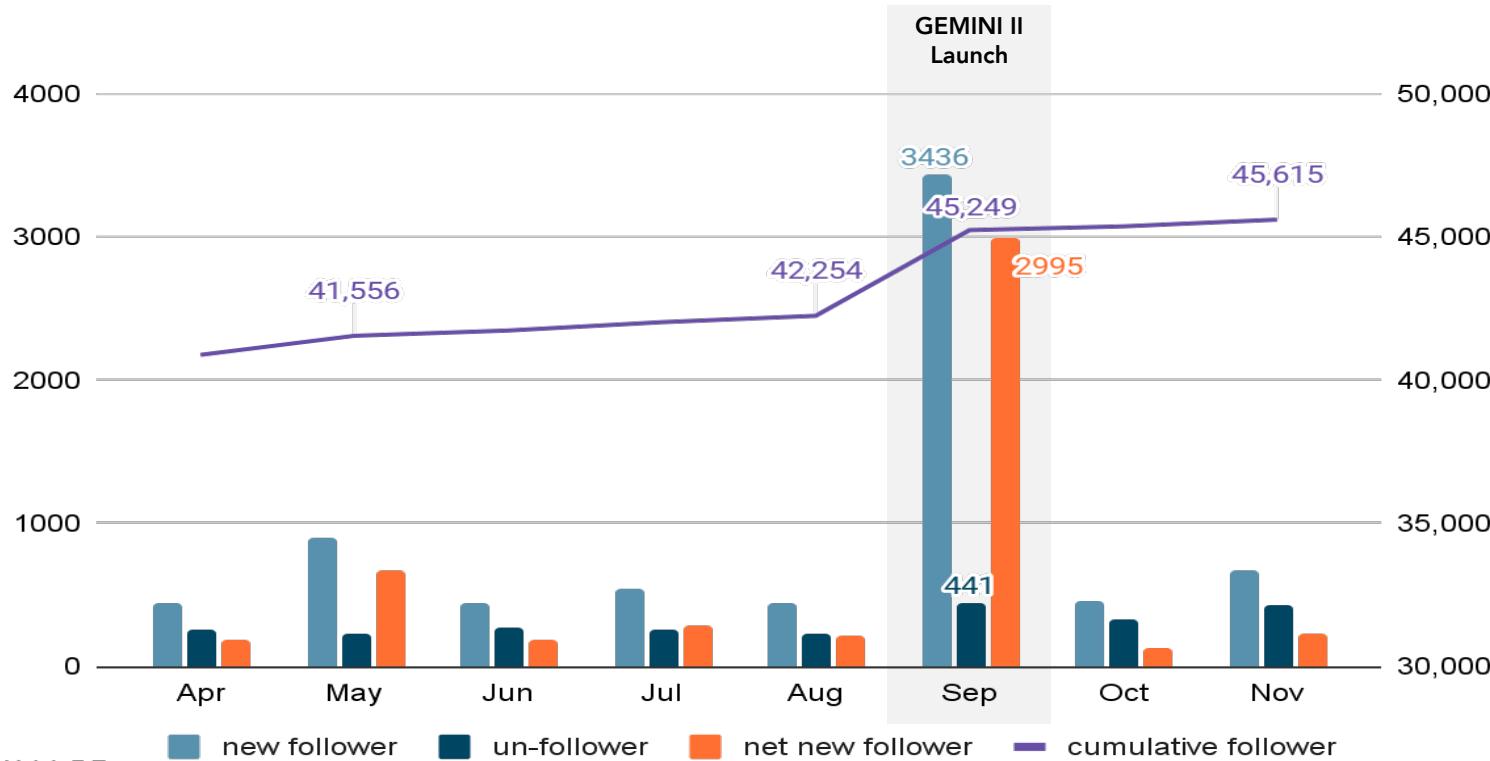
2023 H1 APR-SEPT
WECHAT · RED · DOUYIN

Devialet Official Account Overview (Apr - Sep)

	Total follower	New posts viewership	New posts engagement	Total engagement
 Since Jul, 2019	45,249 ▲ 16.07% 38,983	85,239 ▲ 46.1% 58,341	3,533 ▲ 3.43% 3,416	N/A N/A
 Since Oct, 2020	12,736 ▲ 31.76% 9,666	11,636,414 ▼ 18.96% 14,360,065	24,217 ▲ 16.03% 20,872	111,000 N/A
 Since May, 2023	3,215 N/A	289,490 N/A	15,273 N/A	15,273 N/A
 Since Dec, 2019	20,149 ▼ 0.52% 20,255	130,500 ▼ 65.95% 383,323	3,565 ▲ 1581% 212	1,4000 N/A

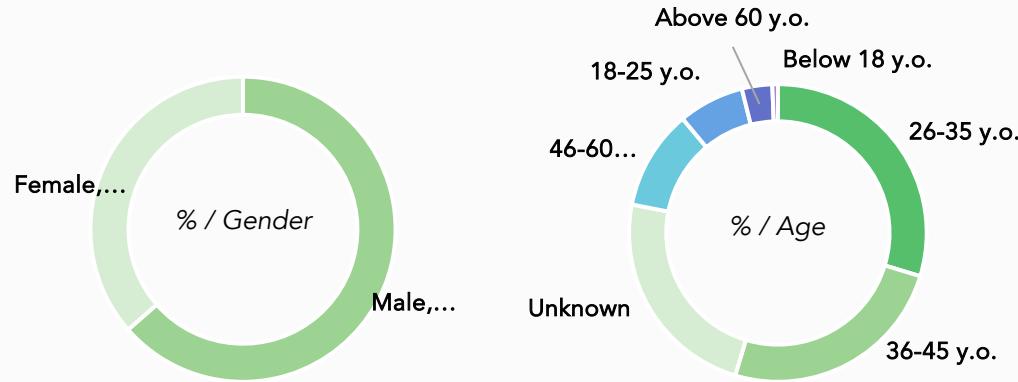
WeChat Monthly Follower Growth Trend

The followers keep increasing, with Gemini II launch bringing an impressive traffic to official account.

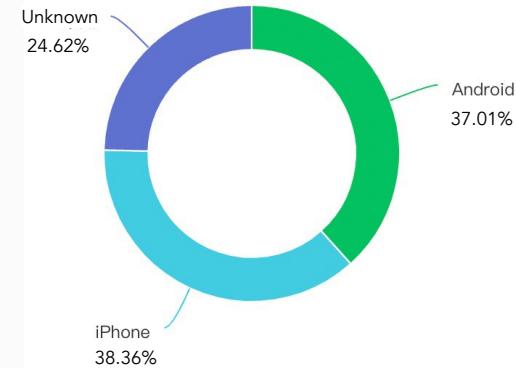


WeChat Follower Profile

Gender & Age Distribution



Devices



Location



Top 5 Locations

1. Guangdong 18.71%
2. Shanghai 13.97%
3. Beijing 10.19%
4. Zhejiang 6.70%
5. Jiangsu 5.62%

WeChat Post – Overview

18 posts in total

56%

16%

28%

While continue to enhance brand education, we aim to increase “Love” content.

Apr



一颗心扑通地狂跳
一颗心扑通地狂跳



音浪，蓄势待发
DEVALET帝瓦雷青岛万象城店，盛大启幕

May



无线青年
留了点底细



520, 没人说我爱你了
你的信话提问器

Jun



出色
Devialet Mania 帝瓦雷狂想珍藏系列，全新上线



想象下一刻
帝瓦雷618，给想象一个家

Jul



蓝色是一种声音
Phantom II 紫水蓝独家珍藏系列 悠然回归



殿堂歌剧，瑰丽上演
帝瓦雷深海限时体验

Aug



真礼
Devialet 七夕专题



只一瞬
试试把耳朵装进瓶子里

Sep



等不及了，直接听
帝瓦雷双子星 II 全新上市



世界上另一个你的荣光
帝瓦雷双子星 II 巴黎歌剧院版

Oct



有它在，很多金
帝瓦雷家族巴黎歌剧院版全线产品



点击查看下周天气
秋燥有多燥？
带上它，你才知道！



循音浪，拓新境
苏州见



好声音，礼当如此
解锁帝瓦雷双十一甄享礼遇

Nov



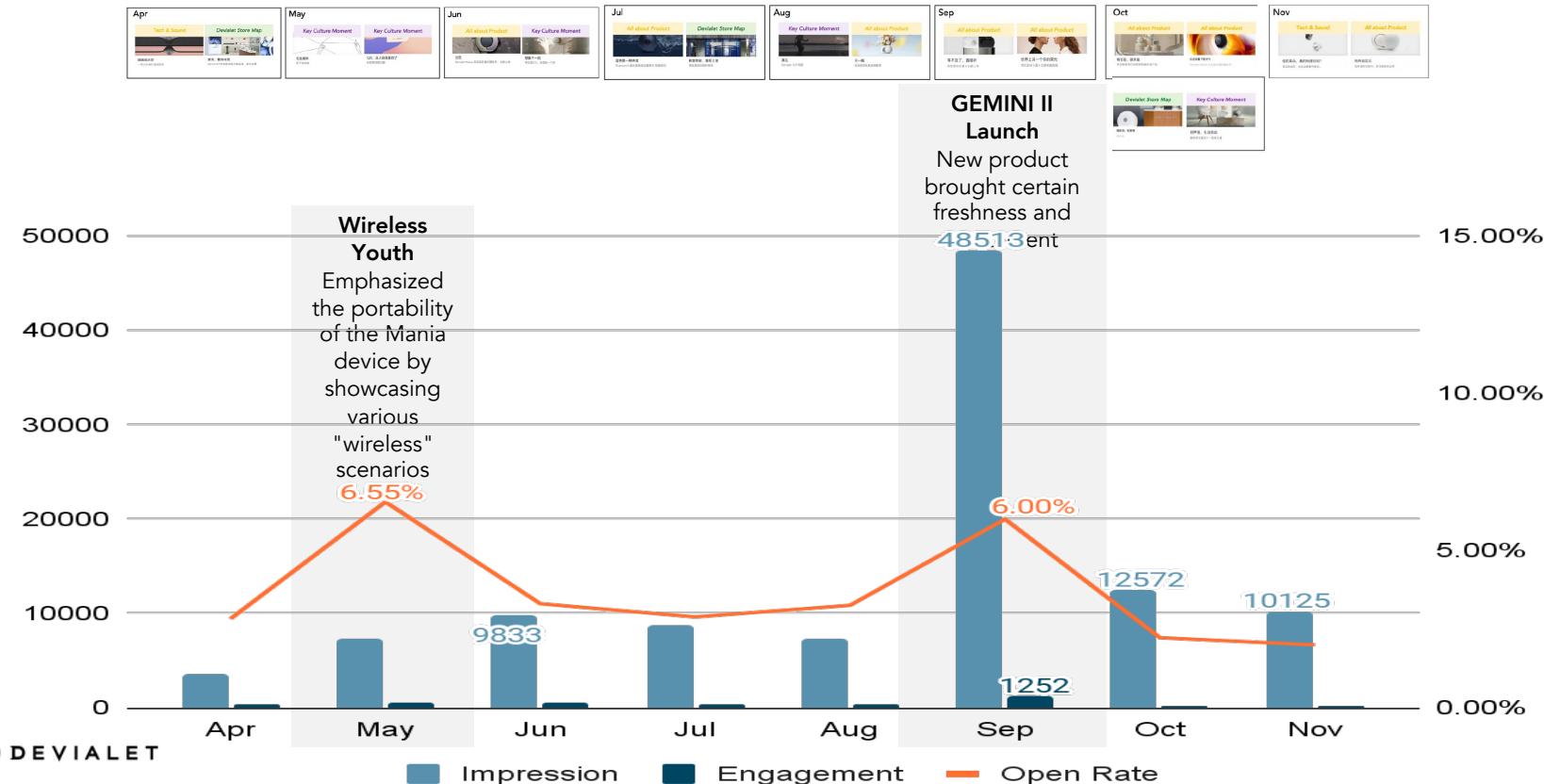
你的耳朵，真的听得好吗？
耳朵的经历，往往比想象中复杂...



纯粹自定义
在声音的交响中，探寻感官的边界

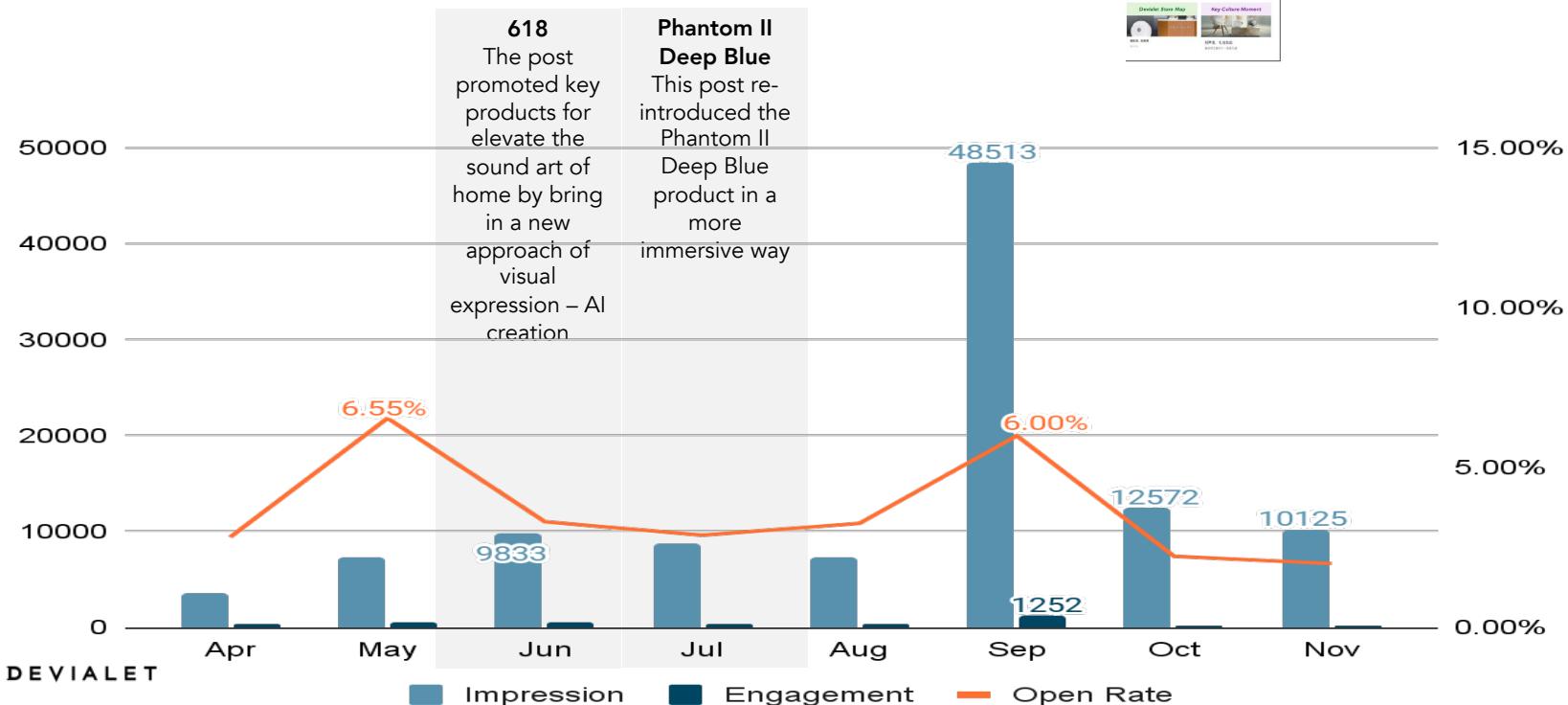
WeChat Monthly Post Performance Trend - Open Rate

New product launches and original creative content more likely to attract users clicks.



WeChat Monthly Post Performance Trend - Viewship

E-commerce promotion and new product launches brought to impressive social performance.



WeChat Post – Top3 Viewed & Engaged (with Media Support)

New product launches are still the key driver of attention & discussions

All about Product

Sep 13



等不及了，直接听
帝瓦雷双子星 II 全新上市

All about Product

Sep 19



世界上另一个你的荣光
帝瓦雷双子星 II 巴黎歌剧院版

All about Product

Jul 7



蓝色是一种声音
Phantom II 雾水蓝独家珍藏系列 惊艳回归

View	25,715
Engagement	817
Share	713
Like	52
Wow	19
Comment	33

#Learning

Different colors were used to reflect the product technology, thus expanding the impact of Gemini II launch.

It does help the brand to spread its awareness and love.

View	22,834
Engagement	435
Share	406
Like	18
Wow	6
Comment	5

#Learning

Previously Gemini II had attracted a lot of attention, which set the stage for the release of the Operade Paris.

The luxurious design and colors have won the hearts of consumers.

View	6,680
Engagement	274
Share	245
Like	20
Wow	3
Comment	6

#Learning

As a hi-tech brand, the release of Phantom II Deep Blue made headlines last year.

This time, its return still received a lot of attention.

WeChat Post – Top3 Viewed & Engaged (Organic)

Creativity matters, emotional relevancy matters. Our readers welcome insightful content.

Tech & Sound

Nov 10



你的耳朵，真的听得好吗？
耳朵的经历，往往比想象中复杂...

All about Product

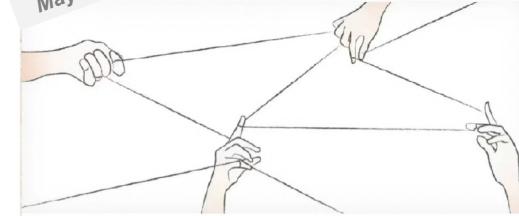
Oct 30



点击查看下周天气
秋燥有多燥?
带上它，你知道！

Key Culture Moment

May 4



无线青年
留了点底线

View	5,200	#Learning
Engagement	231	Integrating the Chinese character '耳' (ear), present the hidden features and technologies of Gemini II through GIF animations.
Share	196	The design combines a sense of sophistication with technology, earning favor from users.
Like	18	
Wow	9	
Comment	8	

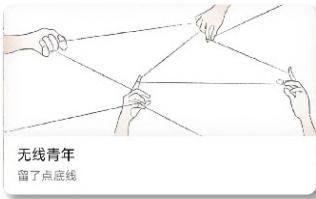
View	5,050	#Leaning
Engagement	189	The post achieved the second highest organic data thanks to the creative expression of headline and cover.
Share	152	
Like	21	
Wow	9	
Comment	7	

View	4,374	#Learning
Engagement	220	Compared to previous posts, hand-drawn content brought a sense of freshness to users.
Share	151	
Like	30	
Wow	27	
Comment	12	

WeChat Post – Original Content

On WeChat, users will be more easily attracted by the localized and socialized language.

Post 1



Mania
Wireless Youth

Post 2



Mania
Click to check the
weather for next week

Post 3



Gemini II
Do your ears really
hear well?

WeChat Post – Least Viewed

Store event is must-share content, but exposure is limited within regional communication.



View 1,735
Engagement 175

#Observation

New store openings are geographically limited. Therefore, only consumers in the relevant cities are more concerned.

View 1,902
Engagement 159

#Observation

Most people don't have a deep understanding of technology. Typically, consumers have relatively low interest in reading such posts.

View 2,037
Engagement 181

#Observation

Pop-up stores have limitations in terms of both time and space. While attracting locals to come for visiting and taking photos, it also loses some attention.

WeChat Consumer's Feedback

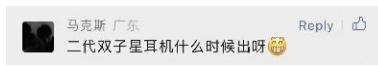
Consumers care about product quality and color most.

Premiumness of social content helps to enhance the brand "luxury tech" image in consumers eyes.

Purchase



Mania is my favorite~ Going to get it in a few days😊



When will the Gemini II be released😊

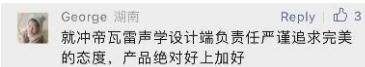


Buy it!!!

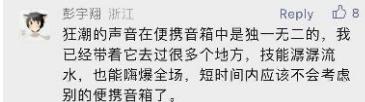


It's so cool!!

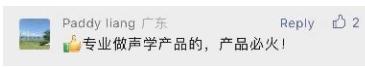
Quality



In terms of acoustic design, Devialet has a rigorous and perfection-seeking attitude. I believe their products are particularly excellent!

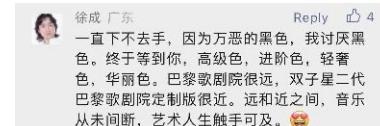


The Mania's sound is unique among portable stereos. I have taken it to many places, and its sound quality is excellent. I won't be buying any other speakers in the near future.



Devialet is a brand that specializes in acoustic products. The products will surely sell well!

Color



I dislike black so haven't bought it all this time. Finally, I waited for the premium and luxurious colors! I am far from the Paris Opera, but close to Operade Paris. Between far and near, the music never stops. The artistic life is within reach. 😊



Like the white.

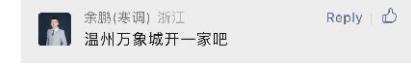


The blue color is classy.

Store



So fancy! I'm going to the store!



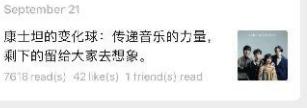
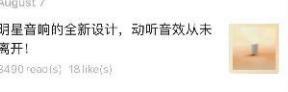
Hope to open a store in Wenzhou Mixc.



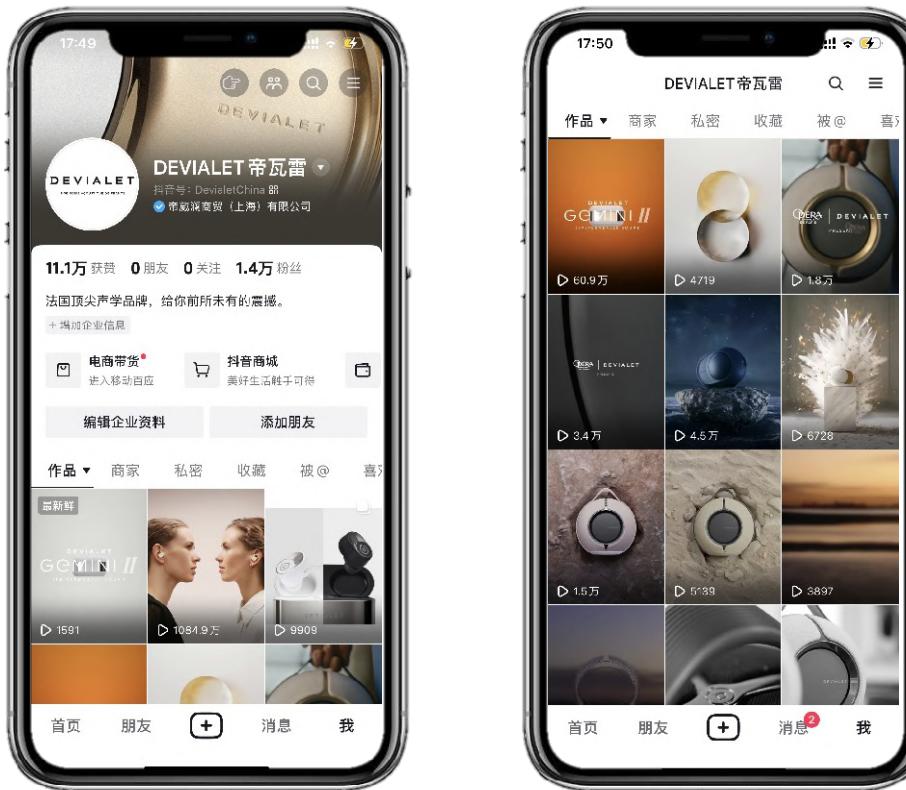
Will there be a store in Chongqing?

WeChat Competitors Overview

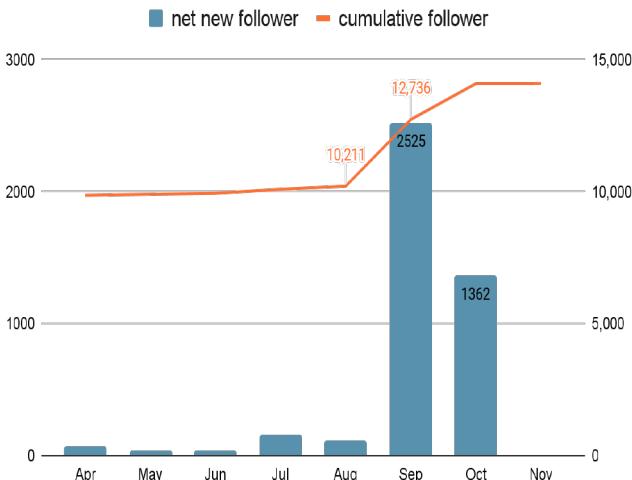
Devialet has a competitive average view growth compared with other acoustic brand.

					
Total Post No:	12	24	7	25	12
Avg Post view:	7,103 ▲200.04%	2,057 ▲40.89%	18,846 ▲ 89.56%	14,872 ▲ 71.59%	2,864
Avg Post eng:	128	50	185	118	9
    					
    					
    					
    					

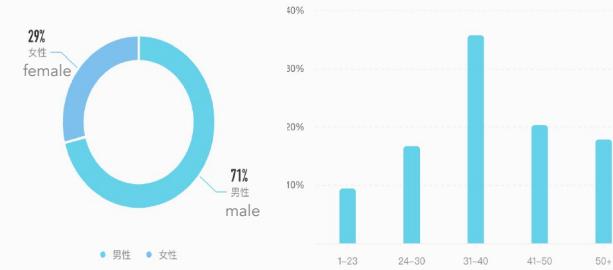
Douyin TikTok Account Homepage Overview



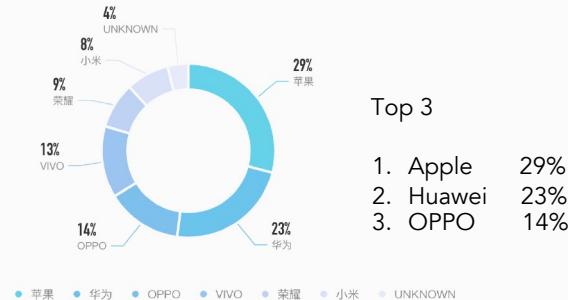
Douyin Monthly Follower Growth Trend & Profile



Gender & Age Distribution



Devices



Location



Top 5

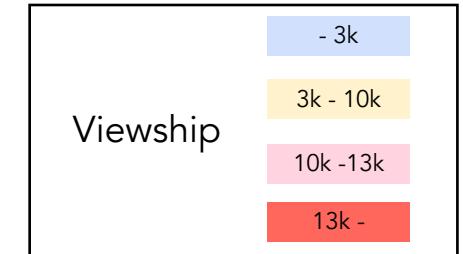
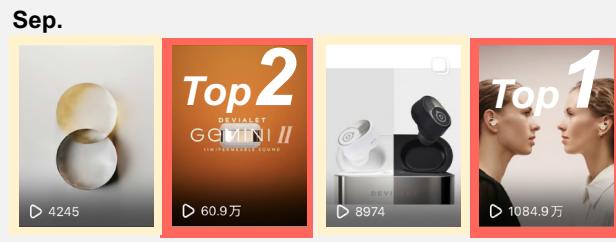
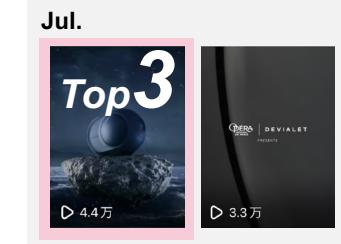
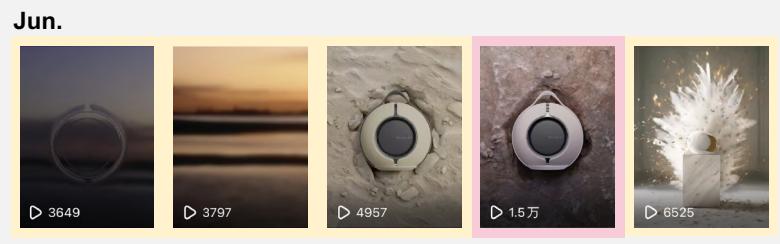
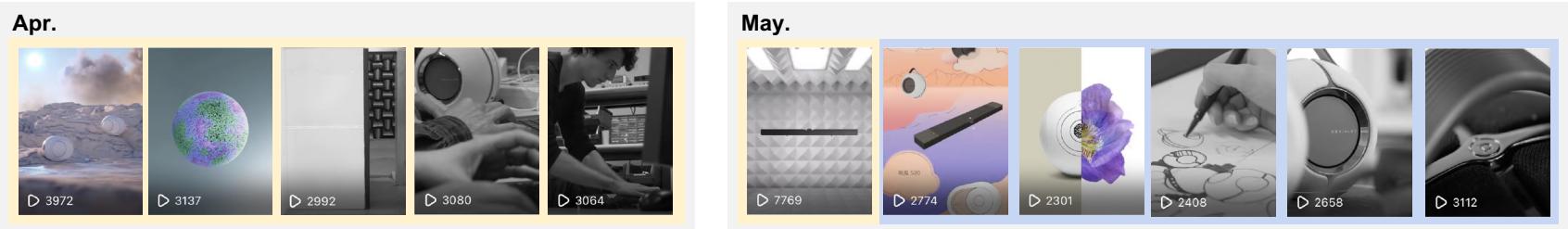
1. Guangdong	16.14%
2. Sichuan	8.54%
3. Shanghai	7.89%
4. Beijing	6.75%
5. Chongqing	6.02%

#Observation

Followers are mainly **Male**, **18-29 y.o.** and reside in **T1 cities**, who speak **simplified Chinese** and keep heavily habits of using **iPhone**.

Douyin Content Overview - Viewship

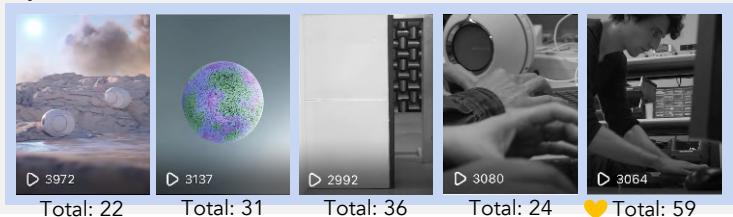
As planned, Douyin is fulfilling the role to build consistent brand exposure



Douyin Content Overview - Engagement

New and classic products, due to their distinctive selling points, are more likely to attract consumers to engage in discussions and exchanges.

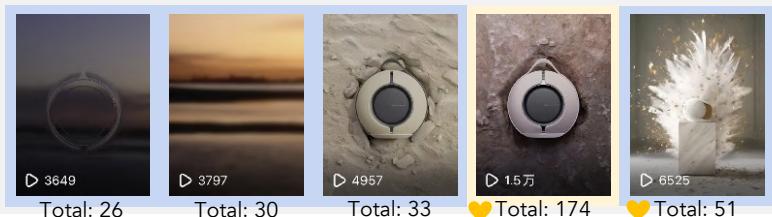
Apr.



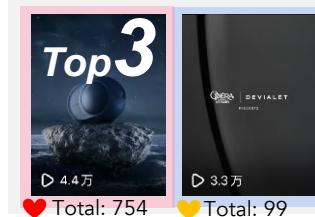
May.



Jun.



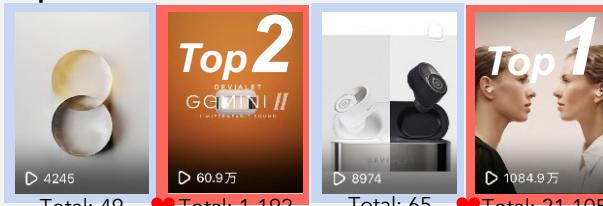
Jul.



Aug.



Sep.



Nov.



Engagement

- 100

100 - 500

500 - 1k

1k -

Douyin Consumer's Feedback

We are happy to see the fan base on Douyin are relevant and following the brand activities. Audience also shows big appreciation on content quality and creativity.

New Product

城府
双子星二代啥时候出 官方来个信呗 等不及了 🙏🙏🙏 首评

When will Gemini II be launched?
Can't wait, please provide some
information! 🤩🤩🤩

细心淳
新品啥时候上市 🐱🐱🐱 首评
7-16-福建 回复
♡ 2 ⚡

When will the new product be
launched?

y哥吃喝日志
我也是在等新品..现在不敢买。
7-25 黑龙江 回复
♡ 8 ⚡

I haven't bought it either, and waiting
for the new product.

DE VIALET

Quality

呆小奇与小提琴
买了耳机和音响，个人觉得很不错，一直在用
❤

Bought earbuds and speakers. I think
they're very good, and I've been
using them all the time. ❤

徐先生
耳机中的劳斯莱斯
10-10-四川 回复
♡ 2 ⚡

It is the Rolls-Royce of earbuds.

下一站右转
这款耳机携带方便，噪音小，音质好，听着清
晰 🌟🌟🌟

This earbuds is convenient to carry,
has low noise, good sound quality,
and the audio is very clear. 🌟🌟🌟

写你未写的诗篇
用了帝瓦雷耳机一年半，去医院检测听力，左
耳轻微损伤，右耳鉴定为重度耳聋，右耳重度
使用不管到哪没事就戴着，没办法听着爽啊，
可惜为了还能听见声音虽然之前心心念念期盼
I love Gemini so much that wear it
everywhere. After using for a year and a
half, I went for a hearing test and found
that prolonged use had damaged my
ears. But I am still looking forward to the
launch of Gemini II.

Advertising Creative

天空海浪
广告创意看着确实不错，值得分享 🌟🌟
7-27-广东 回复
♡ 1 ⚡

The advertising creative is excellent
and worthy of sharing! ❤🌟

大瓶子 Jerome
动画做的真不错
7-25-北京 回复
♡ 4 ⚡

The animation is done very well.

流浪猫。
广告做的很科技 🌟🌟🌟🌟
7-27-重庆 回复
♡ 3 ⚡

The advertisement video has a strong
sense of technology. ❤

终不似少年游
设计创意科技感不错 首评
3天前-江西 回复
♡ 2 ⚡

The design has a strong sense
of technology, and the creativity is excellent.

Others

爱妃领旨
@臣妾没空！帝瓦雷竟然有蓝牙耳机
9-26-天津 回复
♡ 1 ⚡

臣妾没空
买 🌟
9-27-天津 回复
♡ 1 ⚡

- Devialet actually has bluetooth
earbuds!
- Devialet 🌟

小黄 ultra
赶紧出头戴式！听着爽 还耐用 会积累很多用
户！入耳的一般人不敢轻易尝试
9-13-上海 回复
♡ 1 ⚡

Hurry and launch over-ear headphones!
Good sound quality and durability can
attract many users! Most people are
hesitant to try in-ear headphones.

双生花 🌸 甜蜜爸爸
多少钱让我死心吧
2天前-浙江 回复
♡ 1 ⚡

Although the price discouraged me, I
really like it.

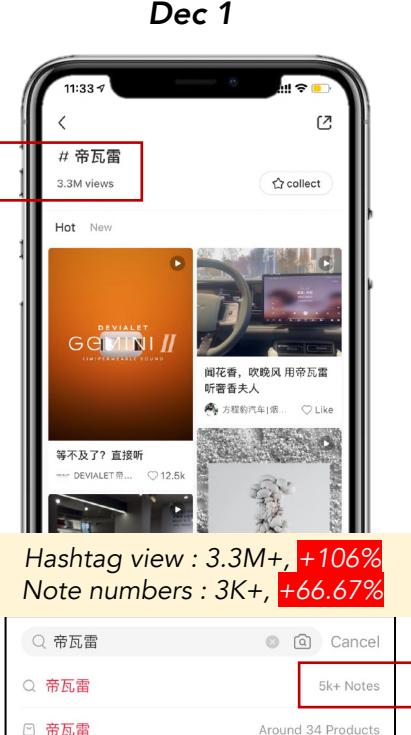
RED 小红书 Account Homepage Overview





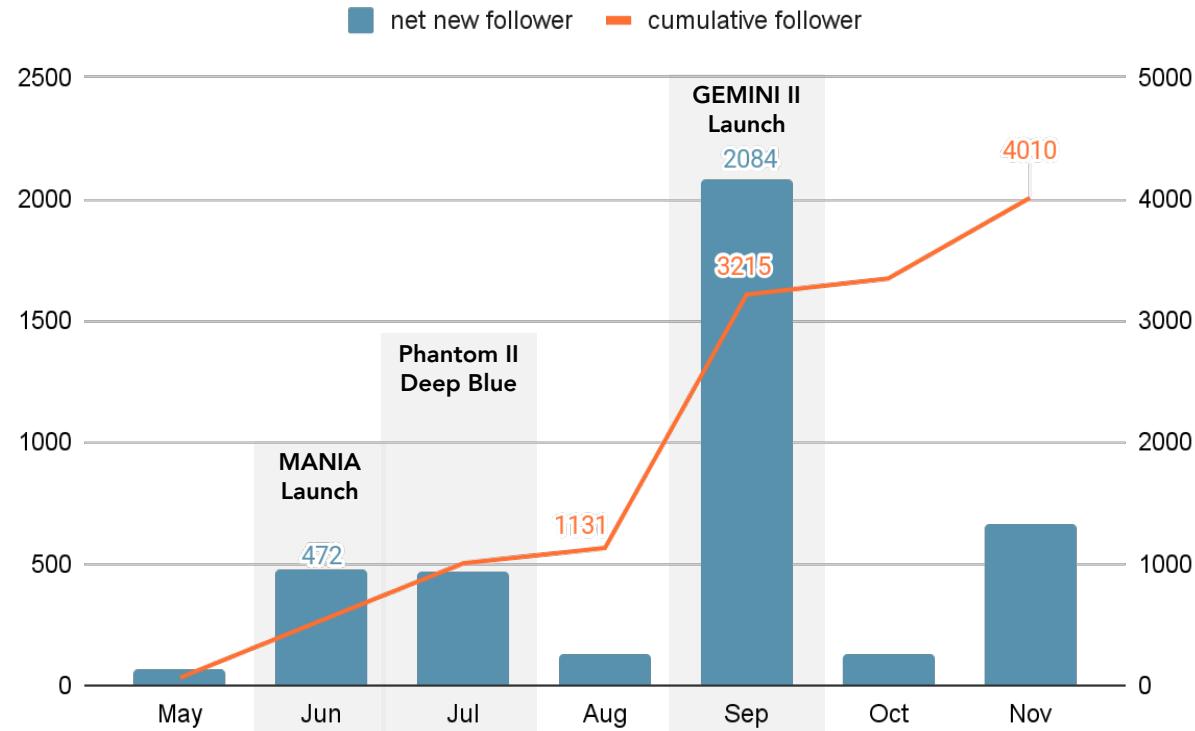
Brand Mentioning – Hashtag Viewship

Total views and notes under hashtag increased dramatically on RED in past 5 months.



RED 小红书 Monthly Follower Growth Trend

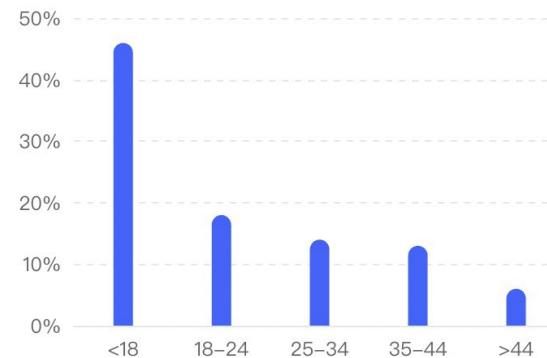
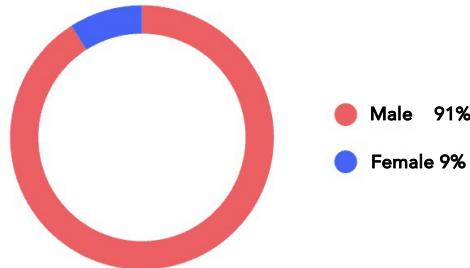
Gemini II's launch brings a dramatic follower growth on Red.



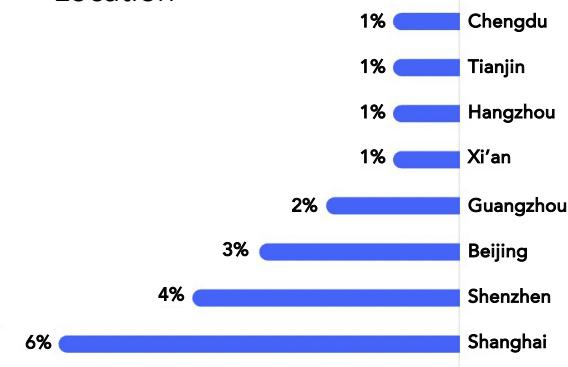


Monthly Follower Growth Trend & Profile

Gender & Age Distribution



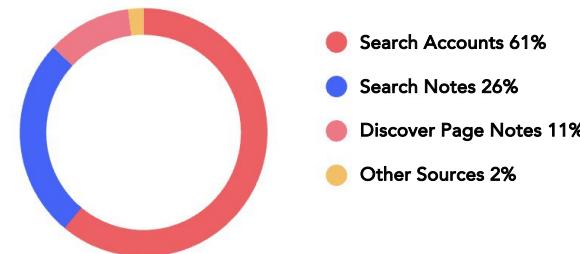
Location



Interests and Hobbies of Followers



Fan Source

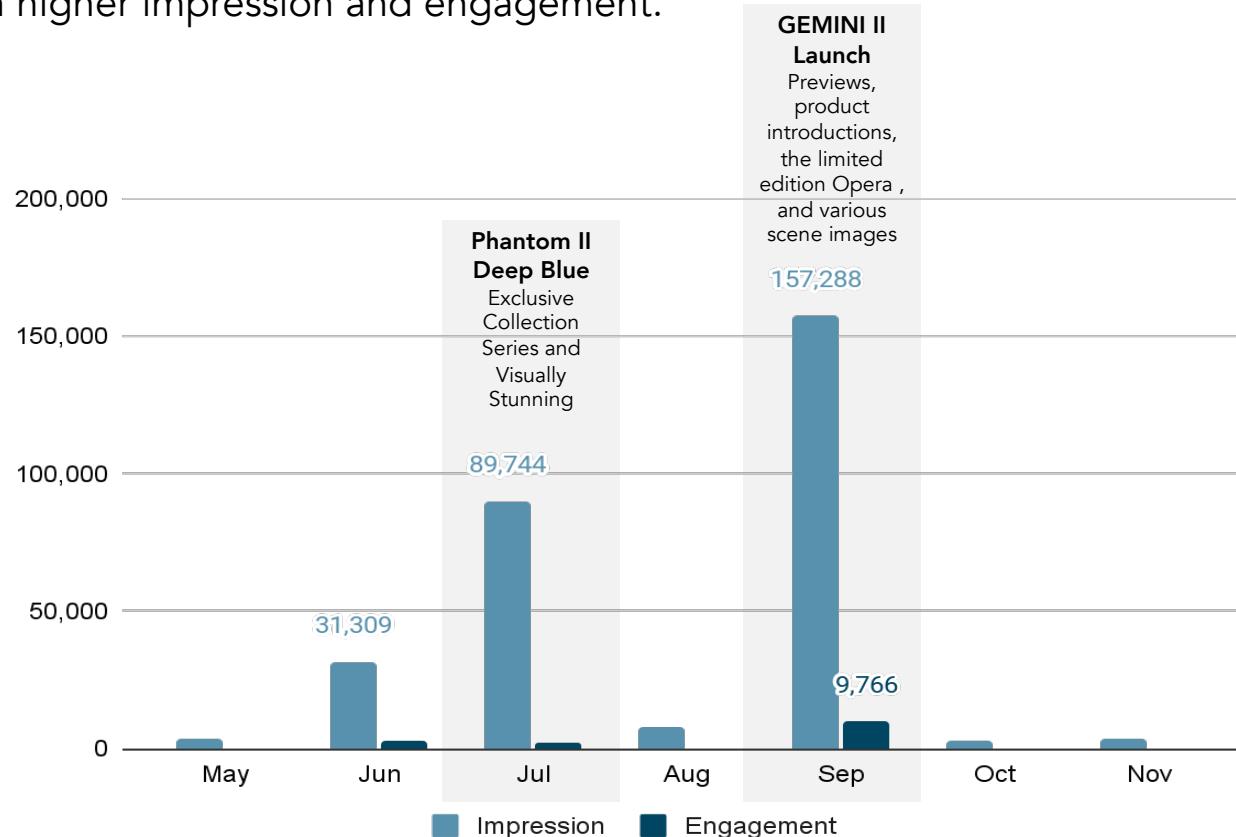


#Observation

Followers are mainly **Male, 18-24 y.o.** and reside in **T1 cities**, who follow us by **search accounts** and like to **record life**.

RED 小红书 Monthly Post Performance Trend

With sufficient assets supporting sustainable communication, new product launch always stands out with higher impression and engagement.



RED 小红书 Post – Top3 Viewed & Engaged (with Media Support)

By satisfying platform algorithm on Red, video contents win more traffic to brand account.



#Learning

With the help of colors to express technology, the short video would impress the users.

It does help Gemini II to spread its awareness and love.



#Learning

The color of Phantom II and the purity of the sound are expressed through water.

Premium textures and colors win consumers love.



#Learning

The appearance of pink and yellow broke the stereotype of speakers.

The sea, beach and sunset provided an excellent viewing experience.

RED 小红书 Post – Top3 Viewed & Engaged (Organic)

During e-commerce promotional periods, releasing high-quality content to advertise products and incorporating popular hashtag, all contribute to improving organic data.

Key Culture Moment - 618



Jun 1

View 6,802
Engagement 134
Like 88
Favorite 40
Comment 6



Jun 2

View 2,750
Engagement 88
Like 59
Favorite 21
Comment 8



Jun 3

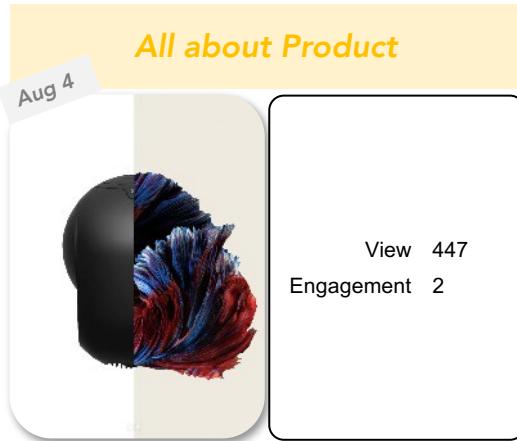
View 1,058
Engagement 30
Like 20
Favorite 7
Comment 3

#Learning

The series of notes promoted Devialet's key products for elevate the sound art of home during the 618 promoting season. By introducing a novel visual expression approach through AI creation, we can captivate users' attention swiftly, thereby driving increased clicks for content engagement.

RED 小红书 Post – Least Viewed

Contents with less platform user's relevancy bring lower social performance.



#Observation

Continuously posting information about Phantom II Deep Blue, the consumer's interest in reading would decrease in the later stages.



#Observation

On Monday nights, people are usually tired and wanna sleep early. It is suggested that future postings could be a little earlier to help with readership.



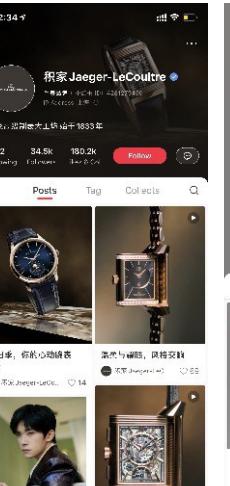
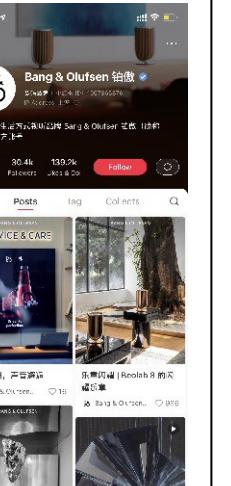
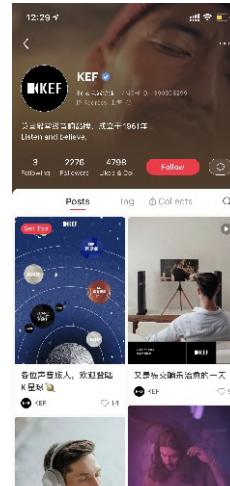
#Observation

The view of pop-up information is geographically limited. Users in other cities are less interested in it.

RED 小红书 Competitors Overview

As the latest brand to join Red, Devialet has relatively the best interaction.

	DE VIALET	KEF	Marshall	B&O	JAEGER-LECOULTRE	RIMOWA
Total Post No:	54	175	143	496	289	516
Avg Post like:	2,852	21	734	238	536	223
Avg Post collect:	108	6	23	429	86	343



2.

IN-SOCIAL MEDIABUY

2023 JUL-SEPT
WECHAT · RED · DOUYIN

Objective Recap

1

Amplify Brand's Authentic POV

- Boost the reach of content, which consumes lots of heart and efforts of making
- Along with passiveness for people to open brand content on social, to allowing brand to have a chance to be seen at regular base.

+185% Viewership v.s. last year

Annual Viewership : **+ 480,200**, **+185%** v.s. FY23

FY24 Target of Viewership: **739,000**, (FY23: 259,200)

2

Community Growth

- To grow the base of Devialet community as primary mission.
- To recruit with right and most convincing brand message.

+35% Follower v.s. last year

Annual Follower Increase: **+ 24,520**, **+35%** v.s. FY23

FY24 Target of Community: **95,000** (FY23: 70,480)

July – Sep. Actual Achievement Dashboard



KPI

Jul. - Sep., 3 months



True View

989, 266

(KPI: 221,760)

+346%



Follower

+ 7,932, TTL: 79,298

(KPI: +7,090, TTL: 78,456)

+12%



Avg. Engagement / Post

385
(TTL: 44, **x11**)



Avg. View/ Post

26,000
(TTL: 2,103, **x11**)



Spending

300,000 RMB ~ 40,000 Euro

Cost per Viewship

¥ 0.25 ~ € 0.03

(KPI: ¥ 1.1 ~ € 0.15)

+78%



Cost per Follower

¥ 31.6 ~ € 4.2

(KPI: ¥ 35 ~ € 4.7)

+10%



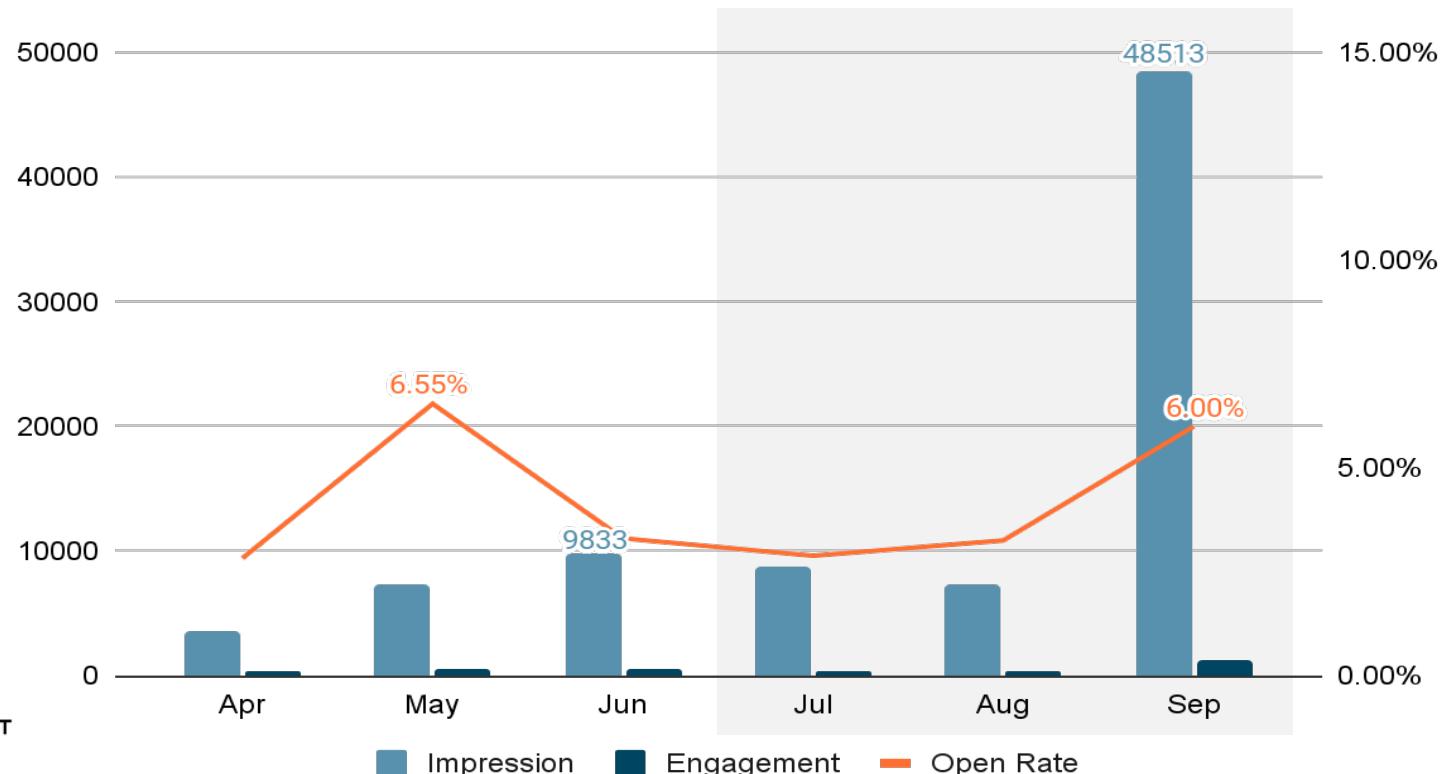
Conversion Rate

0.8%

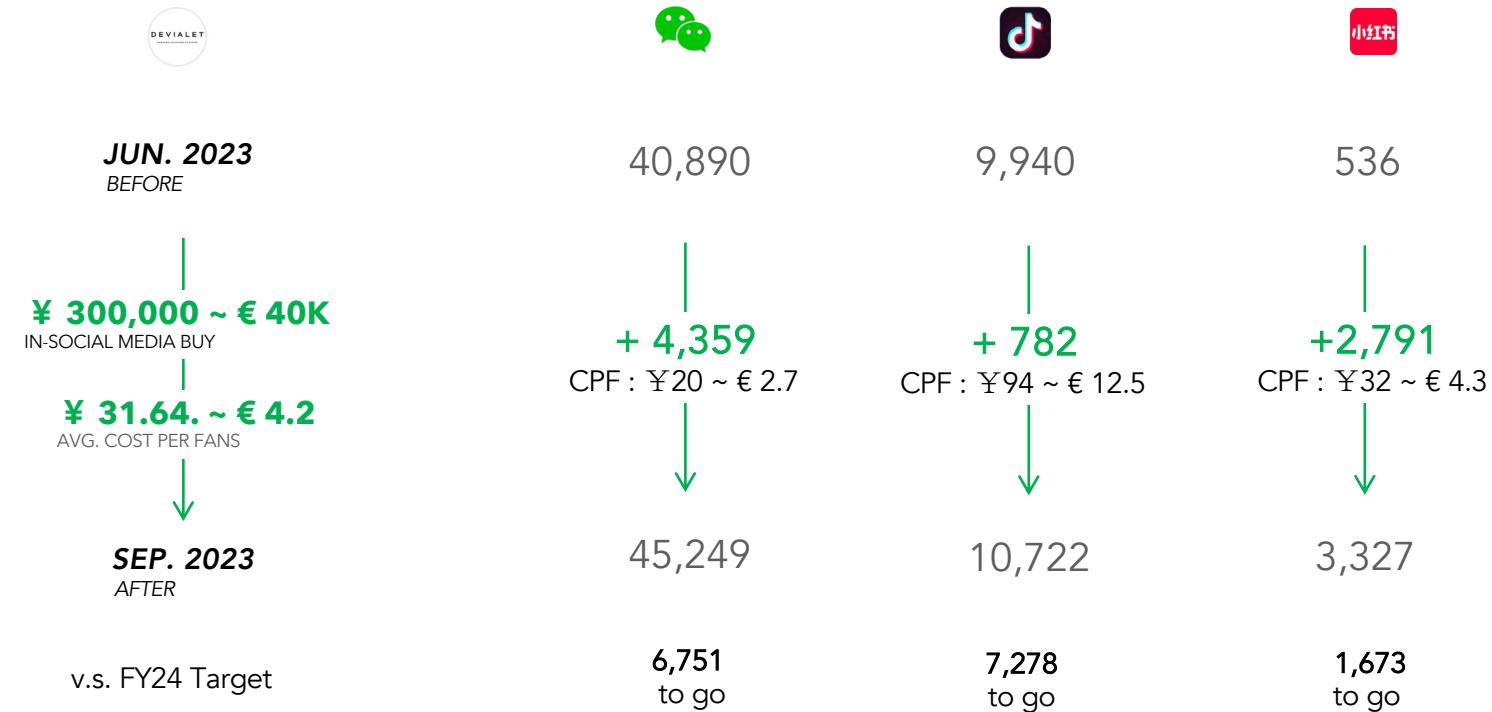
July – Sep. Follower & Viewership Growth by Platform

Follower					Viewership					
	Target (Jul. - Sep.)	Net Increase KPI (Jun - Sep.)	Actual Achievement (By sep. 30)	Net Growth	VV/ PV Target (Jun - Sep.)	# of Post	Actual Achievement			
							VV/PV	Avg. VV/PV per Post	Engagement	Avg. Eng. per post
Total Official. Acc.	78,456	7,090	79,298	7,932	221,760	38	989,266	26,033	14,728	388
WeChat 	44,223	3,333	45,249	4,359	57,600	7	60,778	8,683	162	23
Douyin 	12,358	2,418	10,722	782	129,600	6	714,153	119,026	2,175	363
Red 	1,875	1,339	3,327	2,791	34,560	25	214,335	8,573	12,391	496
Weibo	20,000	-	20,000	20,000						

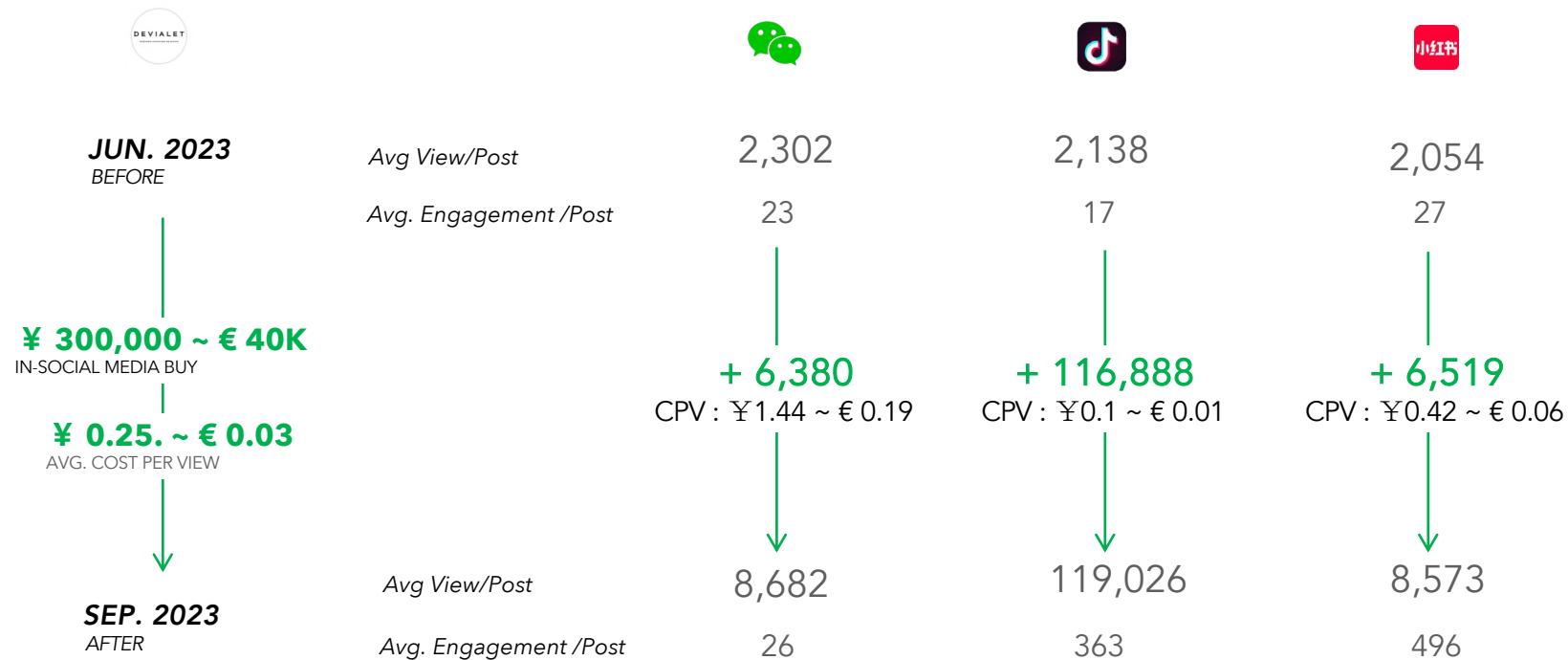
July – Sep. WeChat Post Performance Overview



Follower Evolution and Buying Efficiency per Platform



Content Viewership Evolution and Buying Efficiency per Platform



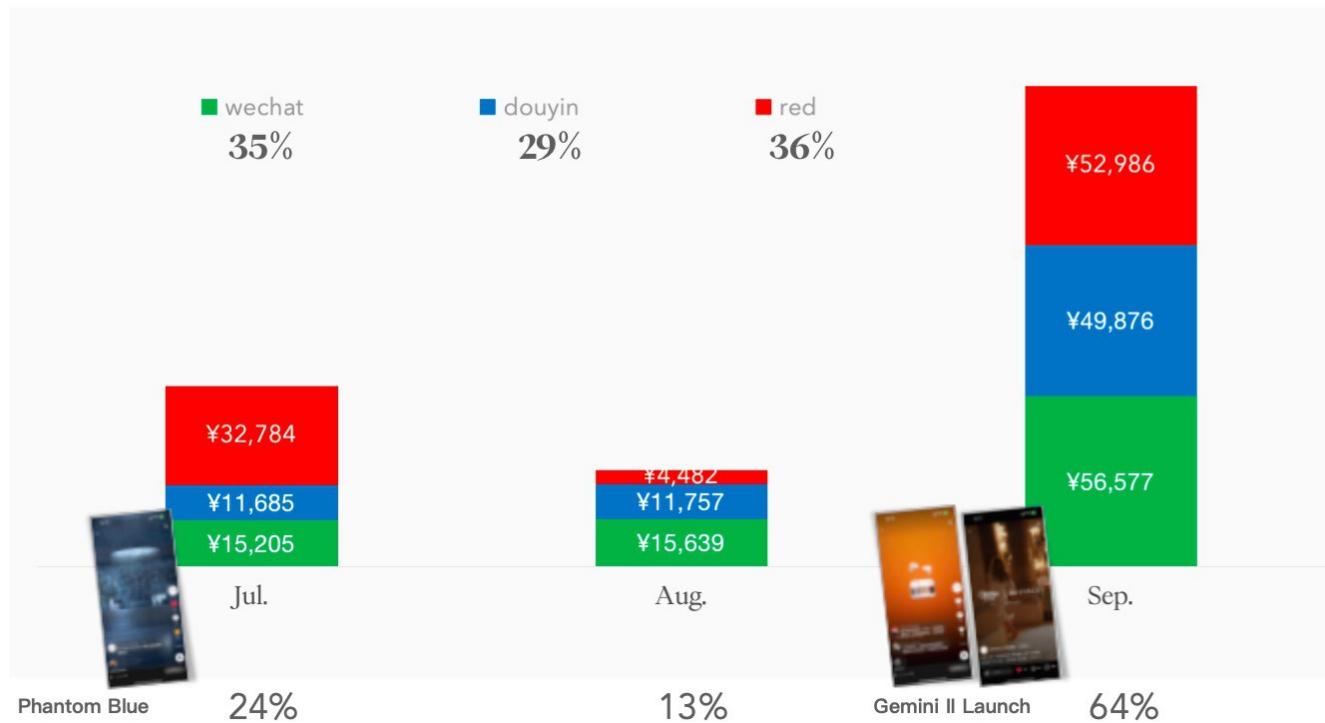
Media Spending by Months & Platforms



Spending

300,000 RMB ~ 40,000 Euro

- 12% service fee
- 6.72% tax



Top3 Performing Contents

1



Gemini II Launch – Sep.

2



Gemini II Opera Launch – Sep.

3



Phantom Blue Limited Edition – Jul.



22,000

60



609,000

1,055



127,732

9,482



22,000

25



11M
(Media, exclude from in-social buy)



6,093

208



6,655

18



59,756

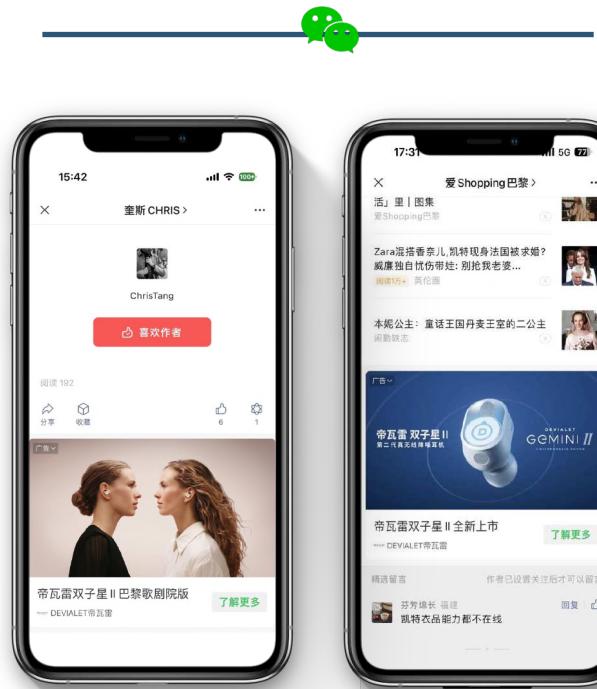
1,386



6,093

208

Advertising Clipping



3.

SEEDING REPORT

MANIA· GEMINI II

SEEDING CONTEXT & OBJECTIVE



platform: RED

#1 Authenticating brand among Gen Z & premium audience

Build brand and product awareness to recruit and engage with high-purchasing power youngsters.

#2 Contributing to wider social narrative

Identify the latest territory/occasion to be associated with on RED.

#3 Driving Desirability

Boost product visibility, to make people want to be products owner.

SEEDING GUIDELINE

MANIA

Seeding based on **Occasion**

- Everywhere @Home



- Public Space in city



 DEVIALET

- Outdoor



GEMINI II

Seeding based on **Audience**

- Luxury Connoisseur



- On-the-go Lifestyle



SEEDING KOC OVERVIEW

MANIA

Seeding based on **Occasion**

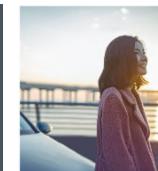


Text & Image
NO. AI TIANFENG ED.



GEMINI II

Seeding based on **Audience**



SEEDING PERFORMANCE

MANIA

Total Impression: 571,380

(data updated till Nov 30)



生活里的那一束光
忙碌而激动不安的人们，停下来静立哪怕仅仅片刻。仰望蓝天，闭上双眼深深呼吸。
仅需如此，你就会改变，世界也将苏醒过来。松露芭蕉
说点什么... ❤ 1059 ⭐ 644 🎁 90



Marsix
Impression: 153,657



Maer
Impression: 32,233

GEMINI II

Total Impression: 583,517

(data are still under collecting)



你们最近在单曲循环什么歌?
#我的 ootd
2023-10-09 11:32
说点什么... ❤ 7082 ⭐ 484 🎁 2040



初秋打卡 1.0
秋天的北京真迷人
爬山时最爱听什么歌?
#共享单车市计划 #徒步踏青地图 #运动
说点什么... ❤ 3218 ⭐ 94 🎁 551

Lulu's Travel Diary
Impression: 327,000

Hou Haoming
Impression: 87,439

Ocean
Impression: 42,806

SEEDING CONTENT OUTPUT

KOL & KOC have integrated our product into lifestyle, building desirability in real life

MANIA - Outdoor



SEEDING CONTENT OUTPUT

KOL & KOC have integrated our product into lifestyle, building desirability in real life

MANIA - Indoor



DE VIALET



SEEDING CONTENT OUTPUT

They created various content formats, picturing their experience with the product

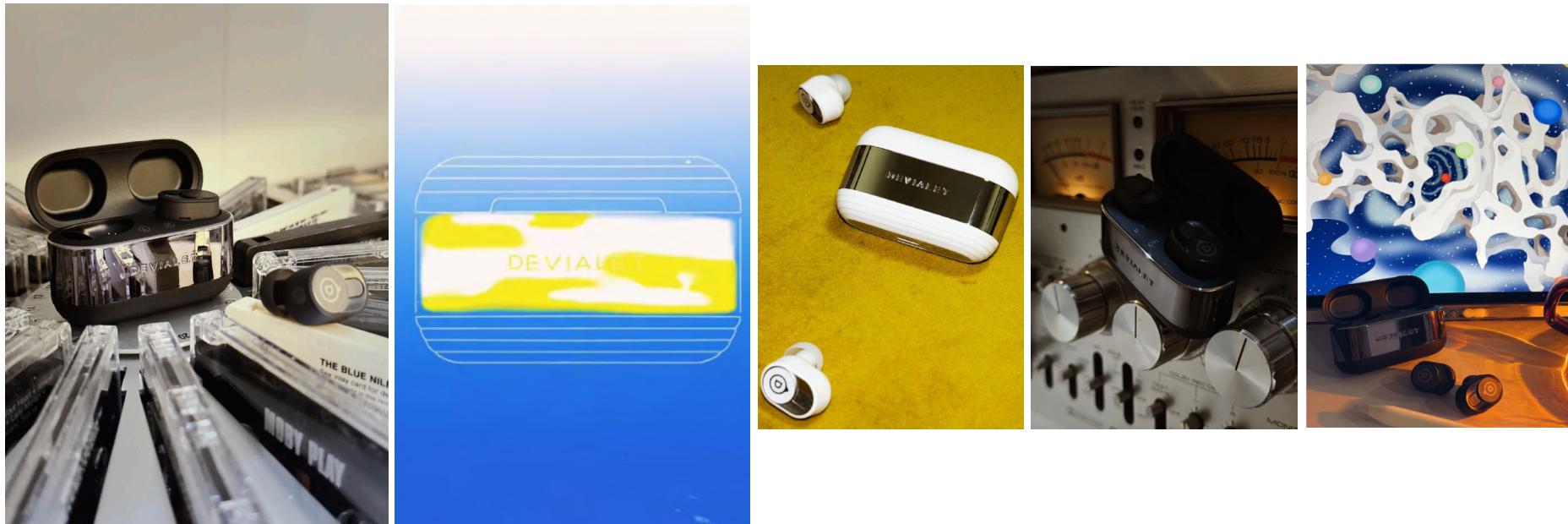
GEMINI II



SEEDING CONTENT OUTPUT

They created various content formats, picturing their experience with the product

GEMINI II



SEEDING WOM

Succussed in increasing buzz around products and brand premiumness among youngsters.

MANIA



尼莫
哇哦 @DEVIALET 帝瓦雷 快来打钱打钱 !! 这波赚了 08-16 回复
作者赞过

Lu舒君_
这是帝瓦雷的广子嘛 @DEVIALET 帝瓦雷 不愧是天花板，有点品味哦 08-16 回复
作者赞过

Wow! @DEVIALET 帝瓦雷 Come to see it! You are in the post!

Is that Devialet? @DEVIALET 帝瓦雷
No wonder you are the top-tier influencer! You do have a great taste.

The speaker looks great!

It makes me curious about what sound will come out from this amazing speaker♪

The speaker looks super cool! Give me your ootd and the speaker!!

What speaker are you taking? I want that!



宅
音箱好棒啊！ 08-07 回复
马小修 作者
喜欢很多音箱 08-08 回复

175601
光与影，明与暗，虚与实在这个空间被结合的很和谐♪好奇音响里会飘出怎样的音乐♪ 08-21 回复

It makes me curious about what sound will come out from this amazing speaker♪

The speaker looks super cool! Give me your ootd and the speaker!!

What speaker are you taking? I want that!



momo
泰酷辣！交出你的ootd和音响！！ 11-22 上海 回复
爆炸头大柠檬 作者
♪帝瓦雷 ♪出逃赤尚西 昨天 00:40 广东 回复
栗栗
玲的什么时尚单品！ 想抄作业 11-06 上海 回复
失忆蝴蝶 作者
devialet 音响！ 4天前 广东 回复

GEMINI II

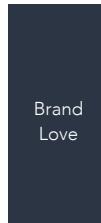


ivy_ding
哈哈哈哈 地铁老人看手机也太形象了♪帝瓦雷第二代可以冲是吗？ 09-16

扇扇子的小柳子
耳机种草了，这就去店里试试 09-18

朝阳区宋茜
秋冬配色也太舒服了吧！！！ (好奇耳机效果怎么样) 10-31

铲屎官阿K'
什么耳机！交粗来!!! 10-09 回复
-



杰森清坦森
怎么这么有品位 这么会拍啊 09-13

帆tastic
我觉得二代还可以调~低音更澎湃，中高音有明显改善 09-17

Hahaha! You looks hilarious in this pose! So Devialet is worth to buy in?

Deeply seeded with the earbuds!
Will go to store to try soon

How do the earbuds sound like?

What brand is the earphone? Give it to me!!!

You do have a great taste

I think towards Gemini II, the bass is even more powerful, with a huge improvement in Alto and Treble.



THANKS