

Beats and Kim Kardashian Reunite for New Beats Pill Collaboration

The Special-Edition Beats Pill is Available on October 18 at Apple and Amazon

New 'Kim's Pill Assistant' Campaign Stars Kardashian & Ben Marshall



(LOS ANGELES, October 15, 2024) – **Beats** and mogul **Kim Kardashian** team up for a third collaboration—this time for the all-new Beats Pill. The special-edition Beats Pill is available for **\$149.99** (US) on Friday, October 18, online at [Apple.com/beatsxkimpill](https://apple.com/beatsxkimpill) and [Amazon.com/beatsxkim](https://amazon.com/beatsxkim) and in select Apple stores internationally.

Round three of “**Beats x Kim**” reimagines the iconic Beats Pill in two gorgeous hues: **Light Gray** and **Dark Gray**. The sleek colors were designed with function and style in mind, as the Beats Pill doubles as the perfect party companion and a stunning piece of decor for any room.

“I’m excited to be back with my Beats family and to bring two new colors to an iconic product,” said Kim Kardashian. “Music is a big part of my everyday life, from morning gym sessions to creative brainstorming, and the Beats Pill makes it that much more beautiful.”

To celebrate the launch, Beats unveiled a new campaign featuring Kardashian and comedian **Ben Marshall** titled “**Kim’s Pill Assistant**.” The comedic spot showcases a day in Kardashian’s life through the lens of her “assistant,” Marshall, who is tasked with curating the perfect soundtrack for each room she walks in. Watch it [here](#).

This marks the first collaboration for the redesigned Beats Pill, which launched in June with premium features including all-day battery life (up to 24 hours), USB-C charging, Amplify Mode by syncing two speakers, and iOS and Android compatibility. Over the last two years, Beats and Kim Kardashian have become synonymous with stylizing technology with wildly popular Beats Fit Pro and Beats Studio Pro collaborations in three signature colors (Moon, Dune and Earth).

[Download Assets](#) (Credit: Beats)

Availability

Starting Friday, October 18, at 7 a.m. PT, the “Beats x Kim” Beats Pill collaboration will be available for purchase at [Apple.com/beatsxkimpill](https://apple.com/beatsxkimpill) in the following countries: US, Canada, UK, Germany, France, Australia, China, Hong Kong, Japan, Singapore, Thailand, and Korea.

Availability in Select Apple Stores: US, Canada, UK, Germany, France, Australia, China, Hong Kong, Japan, Singapore, and Thailand.

US

Atlanta - Lenox Square
Chicago - Lincoln Park
Dallas - Galleria Dallas
Houston - Galleria Houston
Los Angeles - The Grove
Miami - Aventura
Miami - Lincoln Road
New York - SoHo
New York - World Trade Center
San Diego - Fashion Valley
San Francisco Bay - Valley Fair
Scottsdale - Scottsdale Quarter
Washington, D.C./Northern Virginia - Tysons Corner

Canada

Toronto - Yorkdale
Vancouver - Pacific Centre

UK

London - Regent Street

Germany

Berlin - Kurfürstendamm

France

Paris - Champs-Élysées

Australia

Sydney - Sydney

China

Shenzhen - Holiday Plaza Shenzhen

Hong Kong

Hong Kong - Causeway Bay

Japan

Tokyo - Omotesando

Singapore

Singapore - Orchard Road

Thailand

Bangkok - Central World

Additional Retailers

US / Canada: Amazon

UK: Amazon and John Lewis

China: Tmall, JD.com, Mono, and APR

Australia: JB Hi-Fi