

The Swoosh Meets the 'b': Beats and Nike Unveil Historic First-Ever Collaboration for Powerbeats Pro 2

LeBron James trades the court for the course in a star-studded campaign celebrating the ultimate performance crossover

(LOS ANGELES, March 17, 2026) — Today, **Beats** and **Nike** announced the first hardware collaboration in their shared history: **Powerbeats Pro 2 – Nike Special Edition**. In a landmark design shift, Beats has —for the first time— shared its iconic earbud real estate with a partner, featuring the Nike Swoosh on the right bud and the signature Beats “b” on the left.

The limited-edition release marries Nike’s high-energy “Volt” color palette with the industry-leading audio tech of the Powerbeats Pro 2. The result is a performance tool built to bridge the gap between elite sport and street style.

The Nike Special Edition arrives in a striking matte black, Volt-speckled charging case. Upon opening, users are greeted by Nike’s “JUST DO IT” mantra printed inside the lid. While the aesthetic is new, the internals are pure power:

- **Pro-Level Sound:** Adaptive Active Noise Cancelling (ANC) and Transparency mode
- **Biometric Integration:** Built-in Heart Rate Monitoring that syncs seamlessly with the Fitness app and Nike Run Club¹
- **Athlete Endurance:** Up to 45 hours of battery life with the charging case and IPX4-rated sweat and water resistance²
- **Secure Fit:** Signature wrap-around earhooks designed to stay put from the weight room to the 18th green

“This isn't just a new colorway; it's a collision of two brands that define performance, culture, and sports —the attributes of today's athlete,” said **Chris Thorne, CMO of Beats**. “By placing the Swoosh on our hardware for the first time, we're honoring the shared DNA of Beats and Nike—and celebrating ambassadors like LeBron James who embody both. It's a tribute to the grit, style, and sound that push people to their limits.”

To accompany the launch, Beats tapped longtime brand ambassador LeBron James for a comedic campaign that proves you don't need to be perfect to play. In “**Keep Your Head in The Game**,” James hits the green with less-than-elite golf skills—but with Powerbeats Pro 2, he tunes out the critics (played by professional golfer **Tom Kim** and actors **Lionel Boyce** and **Travis "Taco" Bennett**) and embraces the game on his own terms. Watch it [here](#).

“When two iconic brands like Beats and Nike come together, it's more than a collaboration—for me, it's family,” said LeBron James. “I've been part of the Beats journey since day one with the original Powerbeats, and the Powerbeats Pro 2 represent everything I need in my daily routine, whether I'm training, recovering, or just living life. These aren't just my go-to earbuds—they're built for anyone who refuses to compromise on performance.”

To learn more about the collaboration and sign up for launch updates, visit [Nike.Beats](#).

[Press Kit](#)

Pricing and Availability

Powerbeats Pro 2 – Nike Special Edition will be available to purchase on Friday, March 20, for **\$249.99 USD** at Apple.com in the **United States, United Kingdom, China, Japan, Germany, Canada, Australia, Singapore, France, Spain, India, Switzerland**, the **Netherlands**, and **Hong Kong**. It will also be available at Nike.com in the United States and select Apple Store locations in the **United States, United Kingdom, China**, and **Singapore**.

New York

SoHo
Fifth Avenue
World Trade Center
Grand Central
Downtown Brooklyn
Williamsburg
West 14th Street
Upper West Side
Upper East Side

Los Angeles

The Grove
Beverly Center
Tower Theatre
Third Street Promenade
Century City
Manhattan Village

Chicago

Michigan Avenue
Lincoln Park

Miami

Aventura
Dadeland
Lincoln Road
Brickell City Centre
Miami Worldcenter
The Falls

London

Covent Garden
Regent Street
Brent Cross
Brompton Road
Battersea
Stratford City
White City

Shanghai

Shanghai iapm

Singapore

Marina Bay Sands
Orchard Road
Jewel Changi Airport

1. Compatible hardware and software required.

2. Powerbeats Pro 2 are sweat and water resistant for non-water sports and exercise. Powerbeats Pro 2 were tested under controlled laboratory conditions, and have a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet Powerbeats Pro 2; refer to <https://support.apple.com/en-us/102013> for cleaning and drying instructions. The charging case is not sweat or water resistant.