

Transcend Your Musical Experience through Innovation

International award-winning startup Devialet brings its revolution in sound technologies to Hong Kong with plans to tap into the high potential Asia Pacific market

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Julien Bergère, General Manager, Asia Pacific Devialet



From its creation in France in 2007, Devialet was an acoustic engineering company selling high end amplifiers through distributors and dealers plus one retail shop in Paris. In 2015, the company established its regional headquarters in Hong Kong and now has 30 point of sales worldwide including five in Hong Kong.

“We established the regional headquarters in Hong Kong as it is located in the heart of the Asia Pacific region. Its proximity to Mainland China and the ease of travel to Korea, Japan, Australia or New Zealand make it easy for our company to expand to these regions in the future,” Julien Bergère, General Manager, Asia Pacific said. “As Hong Kong is a free port, we can easily import our products into the city and manage our business across the region. The mature logistics infrastructure and connectivity from Hong Kong is very convenient and helpful to businesses.”



Devialet products entered the Hong Kong market seven years ago through dealership and professional amplifiers retail channels, with its first product line, “Expert”, a revolutionary audiophile system. With the launch of the second product line, “Phantom” in 2015, their products are now available in well established department stores and multi-brand electronics stores and their own retail stores in premium, high-traffic shopping malls. “Our products are focused on acoustic engineering, and are designed and made in France. We hope to provide a unique and intimate setting so that audio enthusiasts can come to our stores to truly appreciate music through our devices,” Bergère said.

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Recently, Devialet hosted The Lost Recordings in Hong Kong, a rare lacquer vinyl event that exhumed a collection of forgotten live jazz recordings, reviving the emotion of the renowned musicians through the revolutionary technologies of Expert Pro. Also, they have partnered with a five-star hotel to launch a special spa treatment that combines a massage treatment with soundscape that is unique to Hong Kong.

In Hong Kong, the team started with two people and has now expanded to over 40 staff who manage retail operations, sales and marketing, finance, logistics, customer services, engineering and human resources for the region. It is an international team with a balance of local and expatriate staff. Also, Bergère commented that the working holiday scheme allows them to attract younger staff to join the team on a temporary basis, which is a great asset to the team. At the moment, the company is evolving rapidly with changes in almost every quarter. Bergère is happy that he can find talent in the city who are highly adaptable and able to create changes.

InvestHK assisted the company by providing market and industry information, advice on entry and expansion strategy, and introduction to potential partners and suppliers.

“We are very happy that more and more people in Hong Kong know our products because of word-of-mouth and our marketing efforts, and we are very proud to win our 70th international design award in Hong Kong at Design For Asia Award.” Bergère concluded.

Devialet

- Founded in France in 2007 and established its Hong Kong regional headquarters in 2015
- Products are designed based on acoustic engineering and manufactured in France

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