

An Austere Take on AV Accessories

Written by Frederick Douglas
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Does the industry need range of cables and other such products for customers with "impeccable style"? Consumer technology maven Deena Ghazarian clearly believes so as she launches Austere, a high-end AV accessory brand.



“There is a massive gap in the technology accessories category, where the choice is either ubiquitous products that easily break and underperform or overly extravagant, antiquated accessories,” Ghazarian says. “At Austere, we’re equally passionate about performance and style and believe there’s a tremendous need in the accessories market for accessible products where these ideologies intersect. That’s why we’ve created Austere, from the packaging to the in-store displays to the products themselves, with intentional design and minimalistic style that deliver spectacular performance.”

On launch the Austere brand consists of two series of HDMI 2.0 cables in various lengths, an optical audio cable, an audio interconnect cable, speaker cables and cable adapters, a subwoofer cable, two series of surge protectors and a screen cleaner solution. All promise "sleek and sexy style with unparalleled functionality," come in reusable packaging and offer a lifetime guarantee in case of breakage or underperformance.

Austere products should start shipping from global retail partners by July 2019.

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