



AIAIAI and Always Do What You Should Do Announce Collaborative Collection: A Tribute to the Soundtrack of Community

AIAIAI, the Danish audio brand synonymous with professional excellence, and Always Do What You Should Do (ADWYSD), the London-based skate and surf label, today announce a collaborative collection of audio essentials. The partnership celebrates a shared philosophy: that music isn't just a background element - it is the heartbeat of community and the soundtrack to shared experiences.

The collection features special editions of three core AIAIAI products:

- **UNIT-4 Wireless Monitors:** Portable studio-grade monitors for creators on the move.
- **TMA-2 Headphones:** The award-winning modular system reimaged through ADWYSD's 90s-inspired lens.
- **Tracks Headphones:** The cult-classic, minimalist 3.5mm headphones for daily cultural navigation.

<https://aiaiai.audio/always-edition>

The "IYKYK" Synergy AIAIAI has long occupied a unique space in the industry, masterfully walking the line between a globally recognized symbol of audio excellence and a grassroots brand with a deep, unwavering commitment to its community. It is the "if you know, you know" (IYKYK) choice for the world's most discerning creators. By partnering with ADWYSD—a brand that has built a loyal global following through authentic storytelling—this collaboration bridges the gap between high-end technical performance and the raw energy of the street.

"Music soundtracks every moment of what Always is doing—from the first light at a surf break to the late-night sessions in the skate park," says the ADWYSD team. "AIAIAI represents the gold standard in that space. They understand that music is the glue that brings people together and builds real community."

A Shared Cultural Vision The aesthetic for the collection draws from 90s surf culture, featuring aquamarine tones that reflect ADWYSD's visual heritage. In fact, these products were inspired by one of the original products ADWYSD sold, a clear blue card holder. By combining AIAIAI's modular, sustainable hardware with ADWYSD's vibrant cultural perspective, the collaboration offers tools that are as durable as they are expressive.

About Always Do What You Should Do

ADWYSD is a streetwear brand founded in London with roots in Aotearoa, shaped by surfing,

skateboarding, and music. Living between the beach and the street, it exists to inspire people to do what they should do.

About AIAIAI

AIAIAI is a Danish audio company dedicated to empowering the future of music creation. With an ambition to break down technical, cultural and creative barriers, AIAIAI products fit the versatile needs of the modern music creator - on the road, in the studio, and on stage. Driven by a responsible design philosophy, and with a heritage in Scandinavian design, AIAIAI products are designed to last.

AIAIAI's modular headphone system, the TMA-2, have been awarded the Good Design Award by the Chicago Athenaeum Museum of Architecture and Design, Cannes Lions product design golden trophy, Clio Awards product design silver award, and are part of the permanent collection at San Francisco Museum of Modern Art. Their portable wireless studio monitor, UNIT-4, was awarded the Red Dot Design Award in 2024.