

# designer hearing

Unlike glasses, hearing aids have never been fashionable and there's still a social stigma attached the wearing them. As a result, the trend in hearing aid design has been to make them more invisible. Our goal was to change the perception around hearing aids, not by hiding them, but by making them stand out and be stylish.

We collaborated with Telethon Speech & Hearing and a number of jewellery and fashion designers to create a range of designer hearing aid accessories. We launched the pieces at a charity event using hearing impaired models and then sold them online.

Through the Designer Hearing campaign, we helped raise over \$50,000 for Telethon Speech & Hearing and more importantly, showed millions of people that hearing is a beautiful thing and **something that should never be hidden.**



Telethon Speech & Hearing

