

# Pioneer

CASE STUDY

## dropout

MILAN

Pioneer PRO AUDIO provides high-quality sound  
solution for high-end sneaker store



dropout

Since being founded in Italy in 2018, dropout has specialised in buying and selling authentic limited-edition sneakers and streetwear to customers who want only the most exclusive items. Milan's chic Quadrilatero Della Moda shopping district was the perfect location for the retailer's first store, although dropout made sure to embed its own identity into the interior aesthetics, with a raw industrial look that juxtaposes the style of the surrounding outlets of the world's most famous fashion houses.



Passionate 'sneakerheads' and discerning streetwear fans won't settle for mass-produced shoes and off-the-rack clothes. And when it came to installing a sound system at dropout's first physical store, the retailer's co-founder and CEO, Kola Tytler, was adamant the speakers should be just as sleek and high-quality as the limited-edition products on sale there.

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**"**

Federico Pasquetti | Co-Founder and COO | dropout



## STYLE AND SUBSTANCE

**M**atteo Lualdi designed the store with rough-looking concrete walls and metallic brackets to display the sneakers. The result is a space resembling a warehouse-style club, so it comes as no surprise that Lualdi is a fan of dance music and clubbing. Having heard Pioneer PRO AUDIO speakers before, he was confident the CM Series surface mount units were perfect for the dropout sound system, which needed to be flexible enough to deliver high-quality background music but also energetic live DJ sets for special events. He also favoured the aesthetic of the CM Series units, as he explains: "The white version of the speakers integrates well with the store's general aesthetic in a coordinated design of light colours, concrete and steel. They guarantee quality sound, whether we're using them for background music or performances."



## SMOOTH INTEGRATION

**T**he system was installed by audio specialists from Skeldon Soc. Coop. who had to consider the design elements of the store as well as the technical aspects of the audio requirements. Talking about the installation, Audio Engineer Sergio Caio says: “When an installation is carried out in a shop, attention to detail and the positioning of speakers are fundamental because the audio system is conceived as a design element and not just technical equipment. At dropout, after careful analysis, we created an installation to fit with the minimalistic design, positioning the four white CM-56T-W speakers in the four corners of the store, reducing the visual impact without sacrificing effective sound diffusion.

“Once the speakers were positioned, we configured the Powersoft amplifier and set up a Powersoft WM Touch. This is a small colour touchscreen display that gives the dropout staff complete management of the audio system. It allows them to control volume, turn the system on and off and select various sound sources without using an external mixer. As well as being highly cost-effective, this considerably simplifies system management, enabling control by users who aren’t audio experts.”



## VERSATILE SOUND

**T**he Pioneer PRO AUDIO system provides dropout with warm and defined sound which creates the perfect ambience for a retail environment. Customers can talk comfortably with staff without intrusion from the music, while still enjoying a 360° audio experience. Federico Pasquetti, dropout co-founder and COO comments:

“The sound is enveloping, clean and well-balanced. The configuration responds well to different musical styles and the fact that the quality of the speakers allows use of the system for events and DJ sets is definitely a huge advantage.”

“The Pioneer PRO AUDIO team was always available, from the initial contact phase to assistance with adjustments, and provided us with all the information necessary to prepare the system during the construction phase. It might seem trivial, but it’s important in our work to have technical partners who are prepared and available to streamline the timing of project implementation. Ultimately, this was a very positive experience and we won’t hesitate to collaborate in the future on projects that require high-level systems.”

### INSTALLATIONS AT A GLANCE

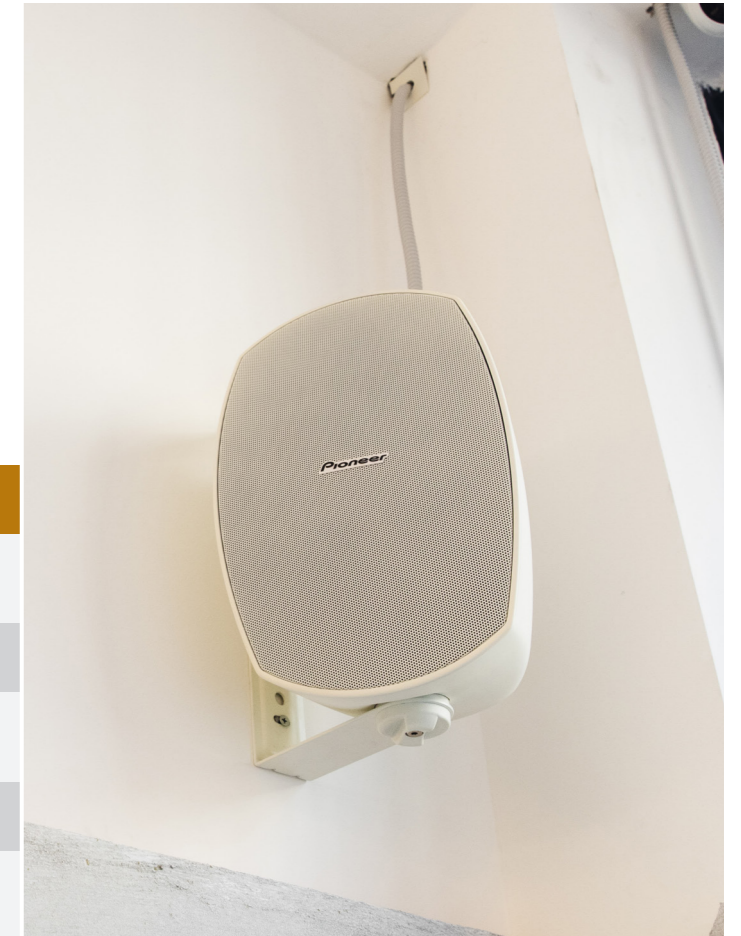
4 x CM-S56T-W 6-inch surface mount loudspeaker

### AMPLIFIERS

1 x Powersoft Mezzo 604 AD

### CONTROL SYSTEM

Powersoft WM Touch



#### **About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)**

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Professional Audio, and Pioneer DJ Radio as well as social platforms KUVO and Djsounds. AlphaTheta Corporation is in the Noritsu Koki (TSE:7744) Group, headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka..

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