

## Hearing Aid Accessories Becomes Exclusive DEAFMETAL® UK Supplier

Thursday 19 August, 2021

Industry-leading online retailer Hearing Aid Accessories are pleased to announce their exclusive UK partnership with pioneering designer hearing aid jewellery brand DEAFMETAL®.

The brainchild of designer-to-the-stars Jenni Ahtainen, DEAFMETAL® began in Finland in 2017 and has already won numerous awards in its short lifespan, placing first in the national Creative Business Cup 2018 after only 8 months of operation.

This unique brand was, however, developed out of unusual circumstances: After suffering acute hearing loss at the age of only 43, designer Jenni was taken aback at the power it had over her life. Being prescribed hearing aids at such an early age was not only a major blow to her self-confidence, but the available range of designs awakened a rousing response from her artistic side. As she puts it:

‘I started to rationalize my shock reaction. Why was I in shock? If you have bad eyesight, you can choose eyeglasses suiting for your own style, no matter if you’re a woman, man, child, rocker, hipster or goth. But if you have a bad hearing, you are stuck with the ugly looking machines for the rest of your life.’

And so DEAFMETAL® was born – designer jewellery for hearing aids blessed with Jenni’s distinctive and unique style, suitable for all sizes and ages.

Joy Ashforth, manager at Hearing Aid Accessories, had this to say about their collaboration:

“It’s been an absolute pleasure to work with Jenni and her team. It’s rare to find a brand that you truly connect with; that you want to be an advocate for. With DEAFMETAL®, we have that brand – one that doesn’t just sell to customers but seeks to improve their lives for the better”.

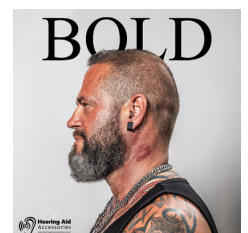
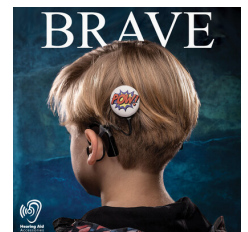
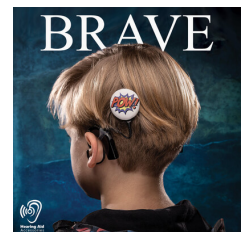
Jenni herself went even further:

“I am happy and thankful to collaborate with HAA. As a jewellery brand for hearing devices DEAFMETAL® enjoys a next-level professional and audiological credibility with HAA as they are working as our supplier in the UK. My background as a jewellery designer with a progressive hearing loss and HAA’s experience as a hearing device provider completes our common mission - together we can offer a more personalized, beautiful and even edgy lifestyle for hearing device users.”

Hearing Aid Accessories & DEAFMETAL® UK: Stop the stigma, embrace your beauty.

You can purchase the full range of DEAFMETAL® hearing aid jewellery at [www.hearingaidaccessories.co.uk](http://www.hearingaidaccessories.co.uk)

### Media:



## Company Contact:

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### [View Online](#)

## Additional Assets:

<https://www.youtube.com/watch?v=APKqwQhttlI>

<https://www.youtube.com/watch?v=Fg25iojOZOI>

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