



SHINOLA

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The turntable was born out of Thomas Edison's creation of the phonograph. Emile Berliner revolutionized the concept in 1888 by introducing the flat disc as the recording surface. This transition from cylinders to discs set the stage for the creation of the turntable.



Berliner's innovation not only marked a turning point in the history of audio technology but also laid the groundwork for the development of subsequent playback devices that would transform the way people experienced and enjoyed music.







Tom Kartsothis, born in 1965, is a visionary American entrepreneur who made a significant impact on the fashion industry with the creation of Shinola. In 2011, Kartsothis set out to redefine American manufacturing and craftsmanship by founding Shinola in Detroit, Michigan. Fueled by a passion for revitalizing the city's economy, he aimed to create a brand that not only produced high-quality products but also contributed to the local community.





Shinola has become synonymous with revitalizing the spirit of craftsmanship in Detroit, a city with a rich industrial history. Shinola's watches, featuring Swiss movements and assembled in Detroit, reflect a blend of precision and local pride. Beyond creating exceptional watches, Shinola has expanded into various avenues, thus creating the Shinola turntable. All while simultaneously playing a crucial role in contributing to Detroit's economic resurgence.



SHINOLA

DETROIT





Shinola's collaboration with VPI, a renowned American turntable manufacturer, represents a harmonious blend of two brands committed to precision and craftsmanship. This unique partnership resulted in the creation of the Shinola Runwell Turntable, a meticulously crafted vinyl player that marries VPI's expertise in audio technology with Shinola's dedication to quality and design.

VPI x SHINOLA



THE TURNTABLE

The turntable features a sleek design with a solid aluminum platter and a belt-driven system for precise and smooth playback. I personally love how simplistic and sophisticated the design is. It can easily fit in with any space while adding a charming functional decor element, perfect for any music lover. Shinola released a limited amount of turntables in 2022 , retailing for \$2,500. This turntable is definitely a luxury item, that merges a classic love with a modern design. Thus making it rare, sleek, and unique!



Now, Shinola continues to produce their renowned watches, and has also expanded to opening a boutique hotel in Detroit, amongst other miscellaneous luxury items. The Turntable, although not further produced, is still loved and cherished by music lovers, and many look towards it as a collector's item. Overall the Shinola Turntable is quite remarkable in its original and innovative design, that merges history with technology today.





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