

VERTU

VERTU PRESENTS ITS DECADE OF ACHIEVEMENT AS THE PIONEER OF LUXURY MOBILE PHONES AT BASELWORLD

Basel, Switzerland, 2nd April – Vertu, a brand born from an obsession to create the finest mobile phones the world has ever seen, celebrates its Decade of Achievement in 2008. Since the beginning, Vertu has combined exceptional materials with the highest traditions of craftsmanship. Vertu will showcase its unique handsets at the



Baselworld Watch and Jewellery Fair on 3rd-10th April 2008. The Vertu stand has quadrupled to 242m², with a 25 metre wall depicting the key moments in Vertu's Decade of Achievement, and will be located in the Hall of Inspiration, Hall 4.0, Stands A03 and B02.

“The scale of the luxury watch and jewellery market illustrates the demand for finely crafted, precision engineered, functional yet beautiful objects,” says Jim Nolan, Chief Operating Officer. “We know that there is huge potential for luxury communication products that share many of the same qualities as the finest Swiss timepieces: timeless design, precise mechanical movements and hand finishing, as well as the confidence that comes from purchasing through reputable retailers.”

Vertu will present all three core collections – Signature, Constellation and Ascent. In addition, Vertu will highlight a number of stunning new handsets for 2008; the Vertu Constellation Collection will launch the Constellation 10th Anniversary Monogram collection, featuring the iconic Vertu V logo on the hand moulded leather back plate, and Constellation Rococo, inspired by the intricate design and handcrafted techniques of the Rococo period. The Vertu Ascent Ti Collection will introduce two handsets to the range: Ascent Ti Knurled and Ascent Ti Checked, both of which have added detailing and texture hot forged into the Titanium side panels of the handsets.

For more information on Vertu, please visit www.vertu.com

1998
A DECADE OF ACHIEVEMENT
2008

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu was established in 1998 and unveiled its first product in 2002. There are three distinct collections - Vertu Signature, Vertu Ascent and Vertu Constellation. These are assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 50 countries and in 500 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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