

VERTU

THE VERTU COLLECTIONS

March 2008 – Vertu is the pioneer and leading manufacturer of luxury, handcrafted mobile phones, creating handsets for discerning individuals who demand the best in everything they buy. The product of years of development, each Vertu is a complex masterpiece. Vertu has created three distinct Collections – Vertu Constellation, Vertu Ascent Ti and Vertu Signature. Each one is engineered and handmade to perfection, using the finest materials at Vertu's workshop in England, and crafted by a team of highly skilled craftsmen.



Vertu Constellation

Vertu Constellation is the best-selling collection. It is design excellence, expert craftsmanship and world class service in the hands of style leaders across the globe. Stitched like the finest luggage, sculpted to reflect a golden era of travel and with the timeless appeal of a couture dress or bespoke suit; it is a luxury lifestyle essential for aficionados of pure and simple design and uncompromising quality. Constellation has all the hallmarks of Vertu craftsmanship - stainless steel or 18 carat gold, ceramic, sapphire crystal and the hand-moulded leather backplate is available in Black, Brown, Pink, Tan and Burgundy.

2008 sees the stunning new designs of Vertu Constellation Rococo and Vertu Constellation 10th Anniversary Monogram joining the collection. Rococo draws its inspiration from the intricate design and handcrafted techniques of the Rococo period. They are available in four stylish colours: Noir, Scarlet, Ivory, and the exclusive Rococo Sapphire - which is adorned with natural blue cabochon sapphires and features the intricate floral design of Rococo, engraved on the polished bezel. The distinctive Constellation 10th Anniversary Monogram collection handsets feature the distinctive Vertu 'V' logo and are presented in Pewter, Green, Red, Sky Blue or Cerise monogrammed leather.

Vertu Ascent Ti

Vertu Ascent Ti, a quad band, 3G handset, with 3 mega pixel flash VGA camera, is the latest generation of the Ascent Collection. Precision engineered for strength and balance, the Vertu Ascent Ti takes its design and material cues from high performance sports cars. The striking silhouette emulates the curves of a powerful car, while the onscreen chronograph and offset illumination of the keypad echo precision dashboard instruments. Usually found in sports car engines, High Performance Titanium forms the chassis of the handset, encased in Black, Red or Brown leather.

David Arnold, the composer behind James Bond sound tracks, has created three ringtones for Vertu Ascent Ti. This handset also contains the unique Vertu Fortress technology, which backs up all stored data to a high security server in an ex-military bunker in the English countryside.

Vertu will introduce two new mobile handsets to its Ascent Ti Collection for 2008, the Ascent Ti Knurled and the Ascent Ti Checked. The handsets will feature added detail and textured designs that are hot forged into the titanium side panels of the handsets. The designs are inspired by the interior components of luxury sports cars. The Ascent Ti Knurled features a diamond pattern with metallic grey leather, whilst the Ascent Ti Checked is enhanced by helix-shaped detailing and is available in deep purple leather. The stitching and graphics on the keypad are colour matched to the leather on each of the handsets.

Vertu Signature

The Vertu Signature Collection, the first to be created, is inspired by '*Haute Joaillerie*' and Grand Complication timepieces and combines world class expertise in mobile technology with the craftsmanship of highly-skilled jewellers and watchmakers. Each handset is made up of 388 components made exclusively for Vertu from exceptional materials, from Space Age ceramics to precious metals and jewels.

The Vertu Signature Collection has more than 10 variants ranging from high quality stainless steel, 18-carat yellow, white and rose gold to platinum, in polished or brushed finish. Vertu Signature is also available in full-pave or single solitaire diamonds.

Prices are available on request.

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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