

VERTU

VERTU ANNOUNCES SECOND COLLECTION IN LUXURY MATERIALS - VERTU EXOTIC

London, June 2009 – Vertu continues to lead in the field of luxury mobile phones with the launch of its Exotic



Collection, the second of three product ranges featuring the pioneering development and use of rare and exclusive materials. The classic Vertu Constellation is enhanced in this collection with the introduction of precious skins on the back plate of the handsets.

Alberto Torres, President of Vertu comments “This collection has resulted in the painstaking development of new quality standards for exotic skins that meet the highest expectations in terms of both design and feel, without compromising performance.”

Vertu has pioneered the use of ostrich, Karung and alligator skins to complement the Vertu Constellation Lizard, currently available in store. Hand-crafted in the UK, all skins used by Vertu are sustainably sourced and have specific tanning processes, leather top surface finishes and strict cutting standards all used to achieve the most exquisite and distinctive leather look and texture.

The ostrich skins used by Vertu are split thicker than mechanically required to achieve both an increase in texture of the quills for the ultimate tactile feel and improving the skin durability over the life of the phone. ‘Bracelet Traité’ quality treated alligator skins have been selected for their high performance and natural finish over time, developing a distinguishing patina and making each phone unique. The Karung skins are extremely delicate and have a special leather mix padding application, applied to meet Vertu’s detailed mechanic requirements and ensure durability – all of these elements combine to create handsets that are extremely rare and exclusive, but long lasting and resilient.

The Vertu Constellation Exotic Ostrich and Karung handsets will arrive in June 2009 with the Vertu Exotic Alligator handset available in store from October 2009.

Price: Available on request

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu was established in 1998 and, after four years of intensive research and development, unveiled its first product in 2002. Every Vertu handset in each of its three distinct collections - Vertu Signature, Vertu Ascent Ti and Vertu Constellation - is assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 50 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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

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