

VERTU

VERTU ANNOUNCES FIRST OF NEW LUXURY MATERIAL INNOVATIONS

VERTU PURE - THE NEW CERAMIC COLLECTION

London, March 2009 - Vertu, the world's leading manufacturer of luxury handcrafted mobile phones, announces the first in a series of three collections using new luxury material innovations for 2009. The Vertu Pure Collection features the use of coloured ceramics on its Constellation model and has created a handset that is once again breaking new ground with material techniques on a mobile phone. Retaining the classic design of the original Vertu Constellation, the Limited Edition Pure combines the sleek aesthetics of high-tech coloured ceramic with the warm natural texture of the finest leather. The result forms a modern, highly stylish and elegant handset.



Frank Nuovo, Principal Designer at Vertu comments “The collection draws its inspiration from the simplification of form. These are elegant objects that are striking through their simplicity and deliver the unexpected through the innovative use of ceramics. They are pure.”

It has taken Vertu over two years to perfect the colouring process, and it is the first company to use it on mobile phones. All ceramic parts on the Pure Collection have been manufactured individually, each with its own made-to-measure tool, in order to achieve the ideal size and ensure the ultimate alignment of the parts on the phone. A meticulous process of leather development and selection took place to execute the perfect match to the colour, finish and feel of the ceramic. The reverse of each key has a special coating to prevent light penetration and a lacquer has been applied in each graphic hole to guarantee ultimate light diffusion over the life of the phone. Each handset in the range features high gloss finished ceramic keys and pillow.

Vertu Pure is available in four colours: Pure White, Pure Black and Pure Silver, in polished stainless steel, all limited in quantity to 2500 pieces and Pure Chocolate in 18 carat yellow gold limited to 250 pieces. Each has its own individual leather case, exactly colour matching the phone and crafted from the finest Italian calf

leather – with an additional glossy patent exterior and silver metallic finish for the White and Silver phones respectively.

Each Vertu mobile phone is engineered to perfection and handmade at Vertu's workshop in England by a highly skilled team of craftsmen. The perfectly finished, minimal exterior is reflected by effortless functionality, with a rich array of simple, practical features and the exclusive Vertu Concierge available at the touch of a button.

Availability for Pure White and Pure Black is from March 1st 2009 with Pure Silver and Pure Chocolate, arriving in September 2009.

Price: From 6,800 EUR

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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