

VERTU

VERTU LAUNCHES THE CONSTELLATION VIVRE COLLECTION IN COLLABORATION WITH MICHELLE YEOH

London, April 2009 – Vertu, the pioneering manufacturer of handcrafted luxury mobile phones is pleased to announce the launch of its Constellation Vivre Collection inspired and co-designed by brand ambassador, Michelle Yeoh.

The Vertu Constellation Vivre Collection is the result of a collaboration between the celebrated actress and Vertu's principal designer Frank Nuovo. Yeoh's inspiration for the collection comes from the flora and woodlands of her spiritual home in Malaysia, which has been translated into a stylised leaf design onto Vertu's best-selling handset, the Vertu Constellation. The intricate motif is stitched with metal-thread on the leather back plate and hand engraved onto the bezel of the handset.



Michelle Yeoh commented 'I see a Vertu handset as the ultimate accessory so it was great to work with a designer that could mould my ideas onto the classic Constellation handset and create a stunning new range'.

The pattern conveys a sense of energy and the awakening of nature which is reflected in the fresh palette of the finest leathers. The Vivre Pink, Fuchsia and Ocean Blue handsets have polished stainless steel bezels and the Vivre Black Limited Edition handset has a polished Rose Gold bezel. The Vivre Pink and Black models have been complemented with white diamonds to enhance a selection of the leaves.

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.

The range will be on sale from April 2009, prices available on request.

For more information on Vertu, please visit

www.vertu.com

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 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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