



## THE VERTU SIGNATURE DIAMONDS COLLECTION

*One of the finest handsets the world has ever seen*

**Mumbai, 5 October 2006** – Vertu, the leading maker of handcrafted, luxury mobile handsets has launched a new Signature Diamond Collection. Offering a dazzling collection of five handsets, it includes the iconic Signature Platinum, set with a 0.25 carat solitaire diamond, and the new full pavé Signature 18 Carat Yellow Gold and 18 Carat White Gold models that come with the choice of baguette cut diamond keys.

The Vertu Signature was born from a unique vision: to create the finest handset the world has ever seen. Inspired by ‘haute joaillerie’ and grand complication timepieces, the Signature Diamonds Edition has combined world class expertise in mobile technology with the outstanding craftsmanship of seasoned jewellers and watchmakers.

“Our first Diamond series introduced last year was well received among our users,” Chris Harris, Global Marketing Director of Vertu said. “We are constantly pushing ourselves to give our customers new experiences and I believe that this new Signature Diamond edition will do just that,” he added.

The Signature Diamond Collection is the ultimate expression of craftsmanship and exclusivity. Made to order, they are for the elite who desire something precious that sets them apart. With this Collection, Vertu once again takes the concept of luxury and prestige to a whole new level of excellence.





Following the tradition of Grand Complication timepieces, every part of every Signature Diamond phone is made to Vertu's own design. Each handset includes 388 mechanical components. A total of 74 patents protect its intellectual property. Vertu Signature is so complex that it is almost impossible to build. Eight designers spent a total of four man-years perfecting the feel of the keypad. Assembled by hand, the process is so complex that it even takes an expert up to three years to learn how to assemble a Vertu Signature.

The Signature with baguette cut diamond in keys alone contains 48 diamonds, each specially cut to fit its tapered key perfectly. The solid gold pavé model contains 943 brilliant cut diamonds, with every diamond set in its exact place by highly skilled craftsmen in Switzerland.

### **Boucheron for Vertu - A modern masterpiece**



When Frédéric Boucheron founded his Parisian jewellery house in 1858, his aim was to create the most exquisite pieces ever made. It was this same passion for craftsmanship and obsession with excellence that drove Frank Nuovo, to create Vertu. His dream was to marry the skill and artistry of the world's most accomplished jewellers and watchmakers to the world of mobile communication.

"We share many things in common," stated Alberto Torres, President of Vertu when commenting on the alliance with the House of Boucheron. "Most important of which are the passion for craftsmanship and the obsession for excellence. It is truly a meeting of minds on how we understand and recognize the strength of each House; taking the combined expertise of Vertu's world class craftsmen and Boucheron's own master jewelers to craft a modern masterpiece," he added.



*Boucheron for Vertu* luxury handsets come in two unique models and in limited quantities. There are only 8 **Signature Cobra** pieces available worldwide and 26 **Signature Python** models created in honour of Boucheron's pioneering store at 26 Place Vendome.

For more information on Vertu, please visit <http://www.vertu.com>

*Vertu is the leading manufacturer of handcrafted mobile phones for the luxury market. Vertu phones are hand assembled at the company's headquarters in the United Kingdom. They are available in Vertu's own stores and over 300 of the finest watch, jewellery and department stores worldwide.*

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