

VERTU

VERTU LAUNCHES ITS MOST HIGHLY CRAFTED PHONE - THE SIGNATURE DIAMOND COLLECTION

Made-to-order, the Signature Diamond Collection is available at selected stores only.

London, November 2005 – Vertu, the world’s first manufacturer of handcrafted luxury mobile phones, today announced its latest collection - the Signature Diamond Collection. Inspired by beautiful pieces of jewellery these phones are the ultimate expression of craftsmanship and exclusivity. Made to order, they are for those who desire something precious that sets them apart.

The Vertu Signature Diamond Collection will be previewed at invitation only events in New York, London, Paris, Moscow, Hong Kong, Singapore and Dubai, followed by availability at selected stores.



18 Carat White Gold
Half Pave Diamonds

The Collection consists of Signature 18 Carat Yellow Gold and Signature 18 Carat White Gold set with pavé and half-pavé diamonds, and the Signature Platinum which is set with a 0.25 carat solitaire diamond. Craftsmen spend up to seven days setting an average of 700 brilliant cut diamonds by hand, totaling an average of 4.2 carats on the pavé phones. Once again, Vertu demonstrates its commitment to craftsmanship and meticulous attention to detail.

Chris Harris, Global Sales and Marketing Director at Vertu said, “Since our launch we have had many requests for Vertu phones with diamonds. The Signature Diamond Collection is a response to customers and it is the most highly hand crafted mobile phone made by Vertu to date.”

Inspired by 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.



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 alone.

It is unarguably the finest mobile phone ever made.

This Signature Diamond Collection which comes with Vertu Concierge, is sure to create a sensation.

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 200 of the finest watch, jewellery and department stores worldwide.

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