

21 May 2008

By: Florin Troaca, Communications News Editor



The new Christian Dior phone
The Wall Street Journal / Christian Dior

[Christian Dior Touchscreen Phone Unveiled](#)

New handset for rich people

The first ever Christian Dior luxury mobile phone is now ready for all those mobile users who don't mind spending several thousand dollars on a new handset. The famous French designer created the new phone together with ModeLabs, the company that stands behind other exclusive and expensive mobile devices, like the ones that were released under the brands of Levi's or [TAG Heuer](#). The Christian Dior phone comes in a clamshell form factor, resembling (for no reason, apparently) most of the handsets produced by [Japanese](#) manufacturers. The new luxury phone features an internal touchscreen display, a photo camera of unknown performances and a fashionable geometrical pattern on its shiny case. More interestingly, the device also comes with some sort of remote control, but its exact functionality is not known for the moment. The price of the Dior phone will be somewhere between \$3,500 and \$5,000 (2,230 and 3,190 Euros), probably depending on the number of diamonds and other fancy things that will dress its case. The [Wall Street Journal](#) says the Dior mobile phone is mainly targeted towards rich users from mobile markets like Russia and China, but this will surely not stop people from other countries from buying it (if they have enough money, of course). According to [Modelabs](#), the new luxury handset is available as of today, the 21st of May, from the Parisian Christian Dior store situated on Avenue Montaigne - a street where other famous clothing and jewelry designers have stores: Chanel, Bulgari, Valentino and so on. Unfortunately, until now there are no images to show the handset opened, nor too many details about its technical specifications. However, since it's a touchscreen phone, we can expect it to have many other high-end features. For example, 3G connectivity, a big internal memory and an easy to use interface could make the Dior mobile device really attractive. Otherwise, it will be just another accessory for wealthy people.