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[Dell Goes Pink with Its Spring Edition XPS Notebooks](#)

Flamingo pink is industry's new black



Pink should be out by
September
Dell

Notebook manufacturer Dell has just announced a flamingo pink color option for its extremely popular XPS M1530 and M1330 series of notebooks. The high performance notebook models have now been updated to match the fashion needs of mobile computing enthusiasts, as well as to allow notebook users to stand out from the black and silver crowd. "It was an easy decision for us to add pink as an option to the XPS M1330, and M1530 since pink is the second most popular color for our Inspiron laptops", said Michael Tatelman, vice president of Dell's global consumer business. "While customers appreciate the sleek, no-nonsense XPS look, they also wanted a wider variety in color options. We think they are going to love it", he continued. According to the company, pink is the industry's new black, and a study conducted by Pantone revealed that it is one of the top ten fashion colors of the spring 2008 season. Of course, Dell could not miss the opportunity of matching its high-end notebook offering with its customers' trendy outfits. "Pinks are as popular with technology products as they are with clothing this spring", said the Pantone Color Institute's executive director Leatrice Eiseman. "Nowadays, consumers are using and carrying colorful laptops and technology products as a way to express themselves", she continued. The system builder has a long tradition in implementing color customizations across its mobile line-up. The new Flamingo Pink model joins a rich color palette, including Midnight Blue, Tuxedo Black or even the PRODUCT(RED) edition. However, the color update does not bring anything new in terms of computing performance. It only adds some extra \$25 to an already expensive product, but Dell does not consider that this move will affect sales, since most of the users would pay anything in order to stay fashionable.