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By: Elena Balan, Communications News Editor

Levi's Mobile Phone  
Levi's

## [Levi's Mobile Phone, Launched in Hong Kong](#)

### *Matching jeans and phone*

The Levi's mobile phone just hit Hong Kong stores with the support of ModeLabs Group, creator of the "Mobile On Demand" offer. The device has already been available in the UK for some time now, but could see a release just as great on the new market. The announcement has been made for Levi's "first mobile phone", although it's a very low chance for the fashion designer to go even further into mobile phone producing with the release of another such device. Their current handset is a highly fashionable one that really broke the pattern of this market with a new design. Specifications are pretty average, with nothing [impressive](#), but the phone looks to leave a mark on the fashion side, which is what its producer does best. The Levi mobile phone is more of a statement on a certain lifestyle, just as the clothes of this designer seem to be. There are many such handsets out there, with the sole peculiarity that this one is not a stylish or an elegant one. Still, what has high chances of making it popular is the strong mark that Levi put on it, making it unique and with a strong personality. Other than these strong points, the handset is capable of only average performances, with a 1.8-inch display, a 2-megapixel camera and 40MB of internal memory. "So far, the Levi's mobile phone has received an excellent reception in Hong Kong", says Jean-Alexis Chatelain, ModeLabs' Sales Vice-President in Asia. Moreover, "We are working in close collaboration with Levi's in order to benefit from their brand image, the strength of their communication, and their commercial networks", he also added. ModeLabs looks to make mobile phones produced by [famous brands](#) available to the general public. The Levi phone release is for them only the beginning of what looks like a long series of such entries on the market.