

28 July 2008

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[Samsung's "Costume" - For Ladies Only](#)

An external hard drive concept



The Samsung Costume could easily be confused with a makeup kit
yankodesign

Samsung is undoubtedly one of the leading manufacturers of consumer electronics, but it also has a significant presence on the computing market, granted especially by its storage products. By the looks of things, this Korean manufacturer is set on taking one of its product lines to the next level by making it more appealing to women. In other words, Samsung intends to win over this segment of the market with the future release of an external hard drive designed to look cool in any lady's purse. The new hard drive is yet to be unveiled but, in the meantime, a series of teaser photos have been released to give us a general idea of how the new hard drive will look and perhaps to make us all, but women in particular, crave it. The name, "Costume," and the fact that it is going to come in a 2.5-inch form factor is currently all we have on the upcoming product. The design of the "Costume" has been inspired by that of ladies' make-up compact, which is generally to be found at the bottom of most handbags. And it is particularly this design (signed by Joongoo Lee) that is probably going to make Samsung's upcoming product a success among female users - since most external hard drive offerings are developed with a male user in mind, they are focused mainly on functionality rather than on design features. The 2.5-inch sleek-looking external drive will be accompanied by a docking station that has been designed to complete the overall neat aspect of the drive. Unfortunately, that's about as much as Samsung has made public for the time being. So, if you are wondering what the technical details of Samsung's upcoming product are, you will have to wait until the Korean manufacturer decides to officially launch it. Furthermore, since this is still a concept model, no details about a suggested price tag have been made available so, again, we'll just have to wait until "Costume" arrives on store shelves to see for how much it will go.