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Samsung launches
Armani Night Effect in
the U.K.
engadgetmobile

[Samsung Announces Armani Night Effect for U.K.](#)

The mobile phone brings a stylish design with a soft touch finish

It seems that the Armani Night Effect mobile phone developed by [Samsung](#) and Armani will get a launch this month. According to the latest news on the Web, Vodafone users from U.K. will be able to lay their hands on one of these handsets at Vodafone and Phones4u shops. The Armani Night Effect stylish cell phone comes with a 3-megapixel camera, as well as with support for microSD memory cards for external storage space.

Samsung is reported to have announced launching the Armani Night Effect and that the phone is aiming at "young consumers with active and fashionable lifestyles where music is an essential part of everyday life." The device comes with an AMOLED display for vibrant, robust colors, and is complemented by a series of dedicated music playback buttons, as it is a music-focused mobile phone.

The design of the handset also sports a signature illuminating LED around the edge of the phone, which is said to have been "inspired by the illuminating architecture of Tokyo's urban landscape." Other features of the device include a 3.5mm jack, soft touch finish, and reinforced glass display, not to mention that the Emporio Armani logo "in metal is prominently adorned on the back with a hidden external speaker," which will surely appeal to all those label-lovers out there.

"Those who love Emporio Armani also often love nightlife," Giorgio Armani said. "They like going out in the city, after dark, when the bright lights of a modern metropolis illuminate the streets. For this young, cool, and social crowd, the 'NIGHT EFFECT' mobile is the perfect accessory. It allows them to keep in touch with their friends; it looks modern and chic, and glows when active; and it has been created specifically for easy management and use of music files."

No price information on the Samsung Armani Night Effect has been unveiled up to this point in time.