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Samsung and Versace Launched New Mobile Phone

The SCH-E500 can be acquired in three different colors



Samsung Electronics and Versus, the line that embodies Gianni Versace, unveiled the new "Samsung Versus E500" mobile phone. "Samsung E500 Versus" combines Versus brand and the unique color of **Samsung**'s original SGH-E500. SGH-E500 is a clamshell mobile phone integrated with 1.3 megapixel camera, Music Player and Bluetooth and comes originally in champagne-gold color. The handset offers three color options: white and gold, white and antique pink, and black and silver. It is expected that the ability of Versus to interpret the very latest trends in style and design and **Samsung**'s excellence in the field of technological innovation will create truly enriching opportunity for both brands. The prime objective of this alliance is to create a product targeting younger generation of consumers who pursue originality in terms of style, innovation and practicality. The design members of Versus and **Samsung** will be actively engaged to work on a range of new projects arising from the convergence between fashion, multimedia and telecommunications. The E500 Versus will be launched on the Italian market at the end of August.