

SHOP

Call to action

Luxury mobile phone manufacturer Vertu opens its fourth Singapore outlet at Mandarin Gallery

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WITH everyone and their granny owning an iPhone these days, it's not surprising that some of us feel the need to distinguish our gadgets from the rest.

Enter Vertu, a British-based manufacturer and retailer of handcrafted mobile phones, which opened its fourth Singapore store at Mandarin Gallery last month.

Currently operating more than 600 outlets in seven countries, Vertu's calling card is its unique and durable phones.

Unlike its other stores in Singapore — which opened in the past two years at Raffles Arcade, Ion Orchard and Resorts World Sentosa — the new branch (below)

is set on a prominent street-facing location. Its interior is also modelled after Vertu's Ginza boutique in Tokyo.

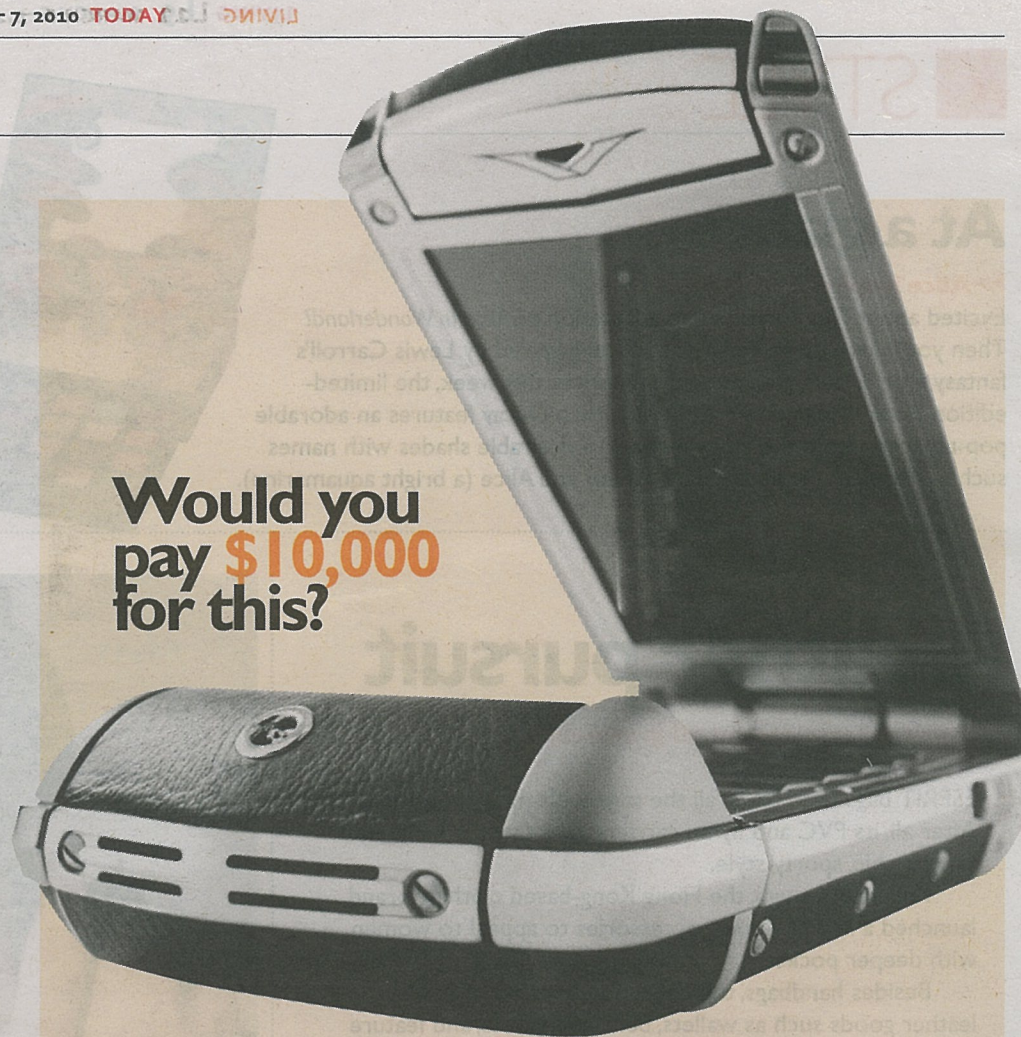
Complete with glass cases exhibiting its wares, the shop resembles a jewellery showroom, done up in a minimalist, monochromatic palette.

The store also features a VIP lounge, where customers can take their time poring over Vertu's full range of offerings.

After all, it would take more than a casual glance to fully appreciate what goes into each Vertu handset.

Handmade in England and forged with pricey materials such as ceramic and carbon fibre for added hardiness, Vertu phones are designed to provide users with a unique experience that few other mobile phones can replicate.

*Vertu is located at #01-02 Mandarin Gallery.
For more information, visit www.vertu.com.*



Would you
pay **\$10,000**
for this?

Vertu's first fold phone, the Constellation Ayxta, costs between \$9,500 and \$12,500. Here's what you get for that price:

Select City Brief service, which provides users with information on their destinations, such as restaurant recommendations, shopping guides and cultural etiquette tips.

- It's assembled with ceramic and leather parts, Vertu's signature materials. The phone combines the luxe feel of a gentleman's den with the clean look of ceramic, which is scratch proof.
- Like all of Vertu's phones, its screens are made from sapphire crystal to make them scratch resistant. This is one device that can take hard knocks.
- Its frame is made from stainless steel and aerospace-grade aluminium parts for durability.

