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## Levi's introduces its own mobile phone

In tune with its young consumers, the Levi's brand is adding a fashionable, steel mobile phone to its range of lifestyle accessories.

This new addition to The Levi's Accessory Collection has been unveiled in Paris.

The Levi's phone embraces mobile technology and enables young people to connect, enjoy music, exchange images and videos whilst on the go.

The functional essence of the Levi's brand's design philosophy is perfectly captured by the phone's compact design and sturdy riveted steel casing.

A unique detachable chain provides a clever design solution that allows users to fasten their phone to their jeans or bags.

"Technology is at the heart of today's youth culture and mobile phones are the ultimate accessory.

Adding a mobile phone to our collection is a natural progression for Levi's, a brand that is driven to meet the desires of young people", says You Nguyen, Senior Vice President of Levi's Product.

The Levi's phone is offered in metallic silver, black and brown copper. Stylish feminine "shiny silver" and "shiny sand" editions, featuring a 'mirror' screen have also been created for the fashion forward.

"As pioneers of the connection between fashion and technology, we wanted to create an accessory that combines design aesthetics with consumer needs. We are confident that this phone lives up to the promise of the Levi's brand", adds You Nguyen.

The Levi's phone is under license by Paris-based ModeLabs Group. It will be available in selected stores throughout Europe as of September 2007.

Features include:

- Tri-band capability
- 1.8 inch LCD screen
- MP3 player
- Bluetooth Stereo Technology
- 2 mega pixel camera with built-in zoom, video recording,
- Slot for micro SD memory card
- Levi's custom designed graphic interface



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