

MOBILE

## Tonino Lamborghini expands with \$5K Antares smartphone debut

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*Tonino Lamborghini's Antares TL-66 smartphone*

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By STAFF REPORTS

After an unveiling at Baselworld and a launch party in London, Tonino Lamborghini's smartphone, Antares TL-66, is now available for purchase at various retailers around the world.

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Part of the Lamborghini Group since 1981, Tonino Lamborghini is the automaker's lifestyle and accessories offshoot. Headed by its eponymous founder, Tonino Lamborghini designs watches, eyewear, accessories, small leather goods and mobile devices to achieve a branded look for Lamborghini enthusiasts.

### Dialed up

Beginning June 26, the Antares smartphone will be available at London department store chain Selfridges. To promote the availability, Tonino Lamborghini shared updates on its social media accounts.

The smartphone is exclusively available from the British retailer in stores as well as online. Consumers outside the United Kingdom can purchase through Tonino Lamborghini's ecommerce site.



*Tonino Lamborghini's Antares TL-66 exclusively at Selfridges in the UK*

To appeal to its global following, Tonino Lamborghini also used social media to inform consumers that its online boutique will ship to South Korea, Singapore, India, China and Taiwan. Additionally, Tonino Lamborghini shared that the Antares TL-66 is available in-store at Starlink World in Qatar's Lagoon Mall.

As Tonino Lamborghini's first smartphone, the brand heavily promoted its product that bridges the automotive, fashion and technology worlds. The Android-enabled touchscreen smartphone is available in silver or rose gold with a choice of black or brown leather or black with red or black leather.

The smartphone retails for \$4,600. The Antares is packaged with a charger, multiple outlet adapters to cater to the travels of affluent consumers and Tonino Lamborghini's Earphone Quantum headphones.



*Packaging of an Antares TL-66 smartphone*

Tonino Lamborghini's smartphone release aligns with other automaker's lifestyle

branches entering the world of consumer electronics. For instance, German fashion label Porsche Design furthered its collaboration with BlackBerry for the P'9982 smartphone and a crocodile model limited to 500 units that is sold at British retailer Harrods ([see story](#)).

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