

MOBILE

Bellperre launches custom phone to show brand capabilities

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Bellperre launches Phone Unique

By STAFF REPORTS

Dutch phone manufacturer Bellperre is releasing a custom, hand-crafted luxury cellphone.

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The made-to-order phone will allow consumers to make decisions about the leather, frame, logo plate, buttons, language and engraving. Bellperre's customizable phone offers consumers a deeper bond with the product and the brand.

Phone decisions

The custom phone, Phone Unique, can be designed by the consumer on the company's Web site and reserved online. Orders are completed and delivered within three weeks by Bellperre craftsmen.

Options include the color of logo plates, buttons and the frame. The language options include English, Arabic and Cyrillic and the consumer can choose the engraving.

The leather that encases the phone can be chosen by color or animal. The animal skin options are alligator, lizard, shark, ostrich, buffalo and snake.

Color options include blue, green yellow, red, white, brown, orange, gray and pink. To ensure unique personalization, there are more than 100 leather and color combinations.



Customizing options

The array of decisions that the consumer must make can be previewed on the model phone next to the customizing options.

Consumers can save, print, email or share their phone design on Facebook. Also, an inquiry can be made about the price and more details of the phone the consumer configured.

Other luxury phone brands are delivering bespoke service, but do not have the same range of customization options as Bellperre's Phone Unique.

For example, to ensure the highest quality smartphone, Vertu partnered with the Danish audio and video company Bang & Olufsen, American audio company Dolby Laboratories and Swedish camera brand Hasselblad. The Signature Touch combines some of the best features from each partner to offer consumers a unique and lavish phone ([see story](#)).

Bellperre is planning to launch an Android version of Phone Unique in the near future.

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