

MOBILE

Bentley, Vertu extend relationship to include bespoke options

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Vertu's new Signature Touch for Bentley

By JEN KING

British automaker Bentley Motors is dialing up the "sound and vision" with its latest collaborative smartphone with Vertu.

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The newest Signature Touch by Vertu is the third smartphone resulting from the partnership between the mobile phone manufacturer and the automaker. As a physical link between Bentley and Vertu's innovations in their respective sectors, the latest smartphone heads the partnership's new design and technological direction.

"Signature Touch for Bentley is our third collaboration with Vertu and introduces made-to-order for the first time on the Signature Touch range, reflecting the bespoke and personalized content we can bring to our models through our Mulliner department," said Julia Marozzi, head of lifestyle communications at [Bentley](#), Crewe, Britain.

"The design of the unique SIM doors has automotive inspired surfaces and there is a debossed centralized Bentley logo echoing iconic Bentley headrests," she said. "The sound bar is a new element for Bentley with a unique sound bar upper rail, featuring elegantly stepped surfaces that visually reference the cars. The user interfaces are all devised to offer increased and exclusive content to customers, bringing the world of Bentley and Bentley Collections into focus."

On the line

In 2014, Bentley embarked on a five-year partnership with high-end smartphone manufacturer Vertu to further round out its lifestyle options ([see story](#)). Thus far, the partnership has resulted in two smartphones: the Vertu for Bentley Signature Touch, launched in October 2014, followed by the "voice-centric" Vertu Signature S for Bentley device.

The third in the series features Vertu's most vibrant display and highest level of technical performance and offers personalization options for the first time.

Featuring two-tone Beluga and Hotspur Bentley leather, with the latter's stitching, the smartphone is designed with knurled side keys, a pillow rail, sound bar and a 3D Bentley logo.

Extending Bentley's bespoke capabilities, a consumer can customize his device using the automaker's made-to-measure service. The consumer can personalize his Signature Touch for Bentley from a choice of eight leather colors and 16 stitching options.

"Our Mulliner department offers a range of virtually unlimited color options of paint and leather to Bentley customers around the world," Ms. Marozzi said. "So the standard handset for this new phone is wrapped in contrasting Beluga and Hotspur leather, with a further eight top-selling leather colors and a choice of 16 stitching colors available to make the phone uniquely yours.

"Personalized engraving can also be utilized on the black plate or inside label," she said. "The new features showcases what Bentley can offer its car customers in an item essential for work and leisure for modern life.

"Bespoke options are giving people the chance to make the phone truly theirs and to coordinate it with their Bentley."

Signature Touch for Bentley also offers users an exclusive application that delivers content related to the automaker in the form of tailored events, VIP access and mobile integration between smartphone and vehicle.



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In addition to Bentley features, the Signature Touch for Bentley also includes Vertu's virtual surround sound powered by Dolby Digital Plus, an Android 5.1 Lollipop processor and the smartphone manufacturer's suite of services such as Vertu Life, Vertu Certainty and a dedicated concierge.

A new feature offered on the Signature Touch for Bentley is Vertu's "lost phone" service that will remotely lock and clear the device if it has been lost or stolen. For affluent users that may have high-profile contacts and confidential business or personal emails on his device, this service will be useful on such occasions.

"The Vertu for Bentley products have been a phenomenal success," said Gordon Watson, vice president sales and marketing of Vertu, in a statement. "This is a partnership that has really sparked the imagination of luxury consumers and the models released so far have proved very desirable among our existing global customer base.

"However, nearly 40 percent have been purchased by customers new to the Vertu brand," he said. "We are confident that the new Signature Touch for Bentley smartphone, with its unique design, powerful technology and exclusive content and services, will do equally as well."

For every space

The automaker's partnership with Vertu speaks to its larger effort to address as many consumer wants as possible.

For example, the automaker's Bentley Home collection was designed to further cultivate the automaker's lifestyle image and showcase its commitment to craftsmanship.

The furniture collection draws inspiration from Bentley's models and includes sofas, chairs, cabinets and several other items. Brand enthusiasts will likely be eager to deck out their offices and homes, but this collection may also elicit interest from a broader audience since all of the pieces are made by Italian furniture company Club House Italia ([see story](#)).

Final Take

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