

CONSUMER ELECTRONICS

Vertu appeals to Middle Eastern clientele with bespoke Ramadan collection

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Wissam Shawkat's design for Vertu

By STAFF REPORTS

In honor of Muslim holy month Ramadan, cell phone manufacturer Vertu has tapped Arab calligraphy artist Wissam Shawkat for a bespoke collection.

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For Vertu, the calligrapher created exclusive designs that reference the theme of love. With Middle Eastern clientele a high priority for luxury brands, many are rolling out special collections catering to Muslim consumers during the month-long religious observance.

Arabic art appreciation

Taking consumers inside the making of the collection, Vertu shared a short video featuring Mr. Shawkat.

As the artist draws his designs, he discusses the cell phones made by the company, which he considers works of art in themselves.

Wissam Shawkat Collaboration / Vertu

"This collaboration is the ultimate expression of our bespoke offering, whereby customers can own more than just a unique Vertu, but truly a work of art" said Hutch Hutchison, Vertu head of design, in a brand statement.

Vertu is making this collection available exclusively to Middle Eastern clientele, selling Mr. Shawkat's designs at its boutiques at The Dubai Mall, Mall of the Emirates in Dubai, United Arab Emirates, Kingdom Mall in Riyadh, Saudi Arabia, Stars Avenue in Jeddah, Saudi Arabia, Sahiya Mall in Kuwait, Villaggio Mall in Doha, Qatar and Souk Beirut in Lebanon. Timing the launch to the start of Ramadan, the phones became available on June 1.

With the month of fasting beginning June 5, many brands sought Muslim consumers ahead of the holiday.

Online retailer Net-A-Porter is being mindful of its global consumers' needs by carrying pieces specifically for Ramadan.

Last year, Net-A-Porter prepared a highly-regarded Ramadan version of The Edit, its weekly online magazine, in celebration of the Muslim holy month. A number of fashion houses have taken an all inclusive approach to accommodate global citizens by offering modest dressings and wardrobe staples such as "nudes" in a range of skin-colored tones ([see story](#)).

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