

CONSUMER ELECTRONICS

Tonino Lamborghini inks deals with Harrods, UAE's Levant for retail partnership

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Tonino Lamborghini is owned by automaker Lamborghini. Image credit: Tonino Lamborghini

By STAFF REPORTS

Italian consumer electronics brand Tonino Lamborghini has launched its latest smartphone model, Alpha-One, at exclusive retail partners in the United Kingdom and United Arab Emirates.

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In the U.K., the Alpha-One smartphone will be sold exclusively at London department store Harrods, while in the UAE, the mobile device will be distributed by Dasan Networks at a number of retail partners. Tonino Lamborghini's latest launch comes at a time when the high-end smartphone market is facing struggles as consumers are more interested in devices produced directly by Apple and Google.

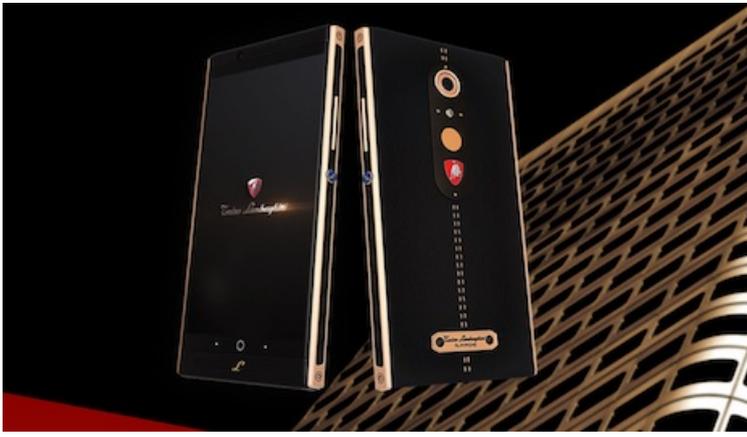
Calling all discerning clients

Tonino Lamborghini's Alpha-One combines technology with luxury touch points. The smartphone is made from the finest materials including handcrafted Italian leather and a lightweight, corrosion-resistant alloy.

The smartphone also includes a fast fingerprint sensor for security and easy access, a dual-SIM slot and an 8MP front-facing camera and a 20MP main camera, ideal for selfies ([see story](#)). Alpha-One's audio system uses a Dolby dual speaker.

Tonino Lamborghini's Alpha-One will be sold exclusively at Harrods on the retailer's third floor. The third floor has a newly opened space dedicated to advance mobile technologies created by high-end brands.

Starting Aug. 22, the Alpha-One will also be sold in the UAE at the high-end boutique, Levant. Located in the Dubai Mall, Levant sells fine jewelry and watches as well as apparel and accessories to a discerning clientele.



The Alpha-One smartphone by Tonino Lamborghini. Image credit: Tonino Lamborghini

Levant also has storefronts in a number of UAE luxury hotels, where it will also sell Tonino Lamborghini's smartphone. Hotel retail includes boutiques at the Atlantis Hotel The Palm, Jumeirah Al Qasr Hotel, Jumeirah Al Naseem Hotel, Four Seasons Hotel and Jumeirah Zabeel Saray Hotel.

The Alpha-One is also available for purchase via Tonino Lamborghini's Web site with a starting price of \$2,450.

"Entering Harrods and the Dubai Mall means that Alpha-One has been recognized worldwide as a premium smartphone thanks to its innovative specs and the brand's added value," said Min Byeong-Gon, vice president of Korean IT Dasan Networks, in a statement.

"It will be a great opportunity to introduce Alpha-One to discerning consumers around the world and reinforce its premium smartphone image through a selected distribution," he said.