

CONSUMER ELECTRONICS

Brikk elevates iPhone X's \$1K price tag with premium models

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Brikk's iPhone X plays into the phone's luxury target. Image courtesy of Brikk

By STAFF REPORTS

Luxury technology maker Brikk is turning Apple's newly announced iPhone X into a greater status symbol by outfitting the devices in precious materials.

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The Lux iPhone X product line includes models in 24-carat yellow gold, 18-carat rose gold and platinum, with options to add diamonds to the device. Cell phones and other digital devices have turned from utilitarian objects to pieces more closely related to fashion or jewelry as a number of luxury players have entered the field.

Calling with carats

The iPhone X model has significant improvements over the iPhone 8 and sees Apple continuing its establishment of two tiers of phones. While previously, those tiers have consisted of "standard" and "discount" models, with the iPhone X priced at \$1,000, Apple seems to be dipping into a new tier: luxury ([see story](#)).

Taking advantage of this as well as affluent consumers' interest in Apple, Brikk is looking to make the iPhone X even more luxe.

Brikk's Lux iPhone X Mono collection features precious metal on the sides with a glass back. This retails from \$7,495.

For those who want more metal, the Lux iPhone X Classic Collection covers the sides and back in yellow gold, rose gold or platinum, with the back engraved with a Heptagon pattern.

The Lux iPhone X Deluxe Collection includes versions with up to 4 carats of diamonds, with these phones priced up to \$21,995.

Consumers can also have a phone made customized to their wishes. The Lux iPhone X Haute Collection offers materials such as jade, emerald, ruby, meteorite, red beryl and painite. One base model features 12 carats of diamonds, and can be further embellished.



Brikk Lux iPhone x Haute Omni. Image courtesy of Brikk

While the Haute models begin at \$49,995, they can go up to \$2 million.

The Lux iPhone X Ingot is crafted from solid gold, with models featuring 108 carats or 250 carats of gold.

To create its luxe devices, Brikk first has its team of engineers disassemble them. Then, in its Los Angeles laboratory, the devices are hand polished and plated with metals, with the final two coats either gold or platinum.

Before phones are sent to clients, they are reassembled and tested.

One of Brikk's competitors for the affluent who desire their devices to look like a luxe handbag or piece of jewelry is currently out of the market.

In July, British luxury smartphone manufacturer Vertu closed its doors, signaling the dangerous road for luxury brands that seek to enter the world of consumer electronics ([see story](#)).

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