

SOFTWARE AND TECHNOLOGY

## Samsung to roll out \$2K foldable smartphone

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*Samsung Galaxy Fold. Image credit: Samsung*

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By STAFF REPORTS

Tech giant Samsung is one-upping Apple's luxury phone prices with a premium smartphone that will retail at around \$2,000.

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The Galaxy Fold functions as both a tablet and a smartphone, with a 7.3-inch screen that can be halved to create a more compact profile. For marketers, this hybrid device could offer opportunities for engaging consumers on the increasingly popular mobile channel on a bigger screen.

### Foldable phone

Samsung's phone folds in half, as if it were a book. When closed, the front features a screen display.

For the bigger screen, the device includes the ability to multitask on the homepage. Consumers will be able to watch videos and browse in a bigger format that more closely resembles the tablet experience.

"Today, Samsung is writing the next chapter in mobile innovation history by changing what's possible in a smartphone," said DJ Koh, president and CEO of IT and mobile communications division at Samsung Electronics, in a statement. "Galaxy Fold introduces a completely new category that unlocks new capabilities never seen before with our Infinity Flex Display.

"We created Galaxy Fold for those that want to experience what a premium foldable device can do, beyond the limitations of a traditional smartphone," he said.

### *Samsung's Galaxy Fold*

It remains to be seen whether Samsung's Galaxy Fold will take off when it hits the market in the second quarter of 2019. But the model shows Samsung's aspirations to court a more high-end tech buyer.

Samsung has previously made luxury moves through a takeover of retailer Harrods in 2015, timed to the launch of its Galaxy S6 phone ([see story](#)).

Apple's iPhone X model, released in 2017, is significantly more powerful with a host of new features and designs

and a price point that seems targeted towards a more luxury crowd. Along with its triumph over traditional watchmakers such as Rolex, luxury brands should be wary of Apple's growing influence with the ultra rich.

With the iPhone X priced at \$1,000, Apple dipped into a new tier: luxury ([see story](#)).

Since then, Apple has launched other iPhones with similarly luxe price points.

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