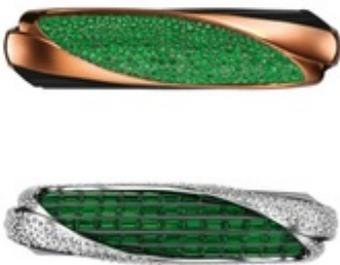


ADVERTISING

## Savelli, Gemfields fuse technology, jewelry with \$244K smartphone

April 25, 2014



*Savelli-Gemfields Collection smartphones*

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By JEN KING

Geneva-based jeweler and luxury smartphone manufacturer Savelli-Genève has partnered with colored-gemstone miner Gemfields to create an on-trend mobile device adorned with emeralds.

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**Luxury Daily**

Available exclusively at London department store Harrods' Fine Jewelry Room, the series of two smartphones, Emerald Night and Emerald Insane, is limited to 27 pieces. With the inclusion of a rare, precious gemstone and its limited availability, consumers with a penchant for emeralds are bound to take interest.

"Savelli's key values are elegance & beautiful design, femininity and Swiss-made quality," said said Alessandro Savelli, founder/CEO of [Savelli-Genève](#), Geneva.

"[Also,] Savelli was keen to partner with the leader in responsibly sources precious stones, to created something never created before," he said. "We had never worked with colored stones and chose emeralds for our first limited-edition."

Green with envy

Handcrafted in Switzerland, the Savelli-Gemfields collection features two different

models. Both use different cuts of emerald, brilliant- and baguette-cut, to separate the models and give discerning consumers more of a selection.

Like other Savelli smartphones, the Emerald Night and Emerald Insane, reinterpret the Android phone to appeal to affluent and fashionable women. Although luxurious on the outside, the internal operating system is identical to other smartphones on the market.

Savelli-Gemfield's Emerald Night smartphone is set with 400 brilliant-cut emeralds or approximately 3 carats. Set in 18 carat rose gold with an Ultra-Bombé sapphire crystal screen, the Emerald Night is only available in 19 pieces.



### *Savelli-Gemfield's Emerald Night*

The second smartphone, with only 8 available pieces, includes baguette-cut emeralds and brilliant-cut diamonds. Referred to as the Emerald Insane, the smartphone with an Ultra-Bombé sapphire crystal screen is set in 18-carat white gold, includes 75 or about 4.5 carats of emeralds and 900 or nearly 12.5 carats of diamonds.



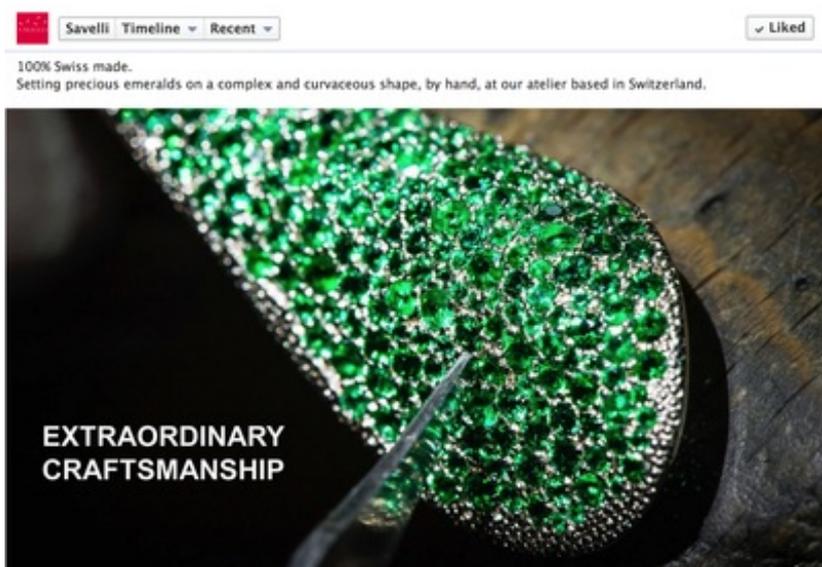
*Savelli-Gemfield's Emerald Insane*

Savelli's Emerald Insane retails for \$244,000 while the Emerald Night can be purchased for \$71,000.

Each emerald used in the Savelli-Gemfields collection was hand-selected and cut specifically for each smartphone. This also allowed for a consistent shade of green across the collection.

According to the brand, the smartphone collaboration also created a “unique craftsmanship challenge” because emeralds have rarely been used in a “complex and curvaceous” shape before.

To showcase this challenge of jewelry and technology, Savelli turned to its social media accounts where it posted imagery of its craftsman at work as well as raw emeralds sourced by Gemfields.



### *Savelli's Facebook post for the Savelli-Gemfields Collection*

Savelli's Jardin Secret smartphones, also available exclusively at Harrods' Fine Jewelry room, are crafted using polished metals, precious stones and white diamonds and feature scratch-resistant ceramic, hand polished 18-carat rose gold, handset ethical diamonds and leathers, such as python and ostrich skin ([see story](#)).

### Fashion calling

Smartphone designers are reinterpreting designs to create pieces that are functional but can act as a fashion accessory as well.

For example, British smartphone manufacturer Vertu drew inspiration from the runway with fashion trend-inspired colors for its Constellation model line.

Vertu debuted two new color options that align with spring/summer fashion trends to further punctuate its lifestyle aspirations. By following current trends Vertu is likely to reposition itself among consumers who aim to stay en vogue from head to toe to its smartphones ([see story](#)).

When asked about why Harrods was selected as the exclusive retail partner, Mr. Savelli replied,

"This collection is limited in nature and in price point and therefore can only be sold in uber-exclusive locations, such as the fine jewelry room in Harrods," he said.

"We expect significant media coverage from this launch which will help in generate awareness for this collaboration."

### Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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