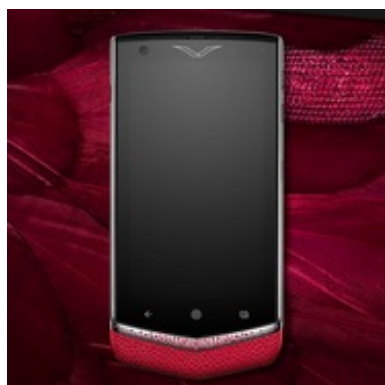


ADVERTISING

Vertu supports market trend with \$10K Constellation Gemstone series

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Vertu's Constellation Gemstone Rose Ruby

By JEN KING

British smartphone manufacturer Vertu is extending its inspiration beyond high-fashion to include jewelry aspects in its designs.

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To keep its Constellation series of high-end smartphones relevant in an ever changing mobile market, Vertu often reinvents the model through the use of different color leathers. The smartphone manufacturer likely does this to rejuvenate interest in the Constellation when there has not been a major software update.

"Vertu has always bridged the gap between luxury and technology; this is fundamentally our business," said Jon Stanley, global head of public relations, events & sponsorships at **Vertu**, Guildford, Britain. "It is our job to deliver a perfect experience on both counts.

"The best luxury items operate on both emotional and rational levels," he said. "On the one hand there is the emotional and tactile delight in using this new limited-edition Constellation, as well as the appreciation of its additional exclusivity.

"At a rational level, the range of exclusive offers and services available via Vertu Life allows customers to enjoy tangible experiences, directly available from their Vertu

phone."

Gemstone gear

To gain the attention of its current consumers, as well as those aspirational enthusiasts, Vertu used its Facebook and Twitter account to garner awareness for the Constellation update.



Vertu tweet for the Constellation Gemstone Licorice Sapphire smartphone

Vertu first posted for the Constellation Gemstone Rose Ruby and then the Constellation Gemstone Licorice Sapphire separately. By doing so, the smartphone manufacturer kept its news streaming through consumers' social feeds multiple times to maintain retention.

On Facebook, the brand gave a longer description of the Constellation Gemstone collection while on Twitter the brand kept to short copy that read "Sophisticated. Elegant. Distinctive." Both social media platforms included a link to Vertu's Web site where the consumer can learn more.



Vertu

23 hours ago · Edited

Sophisticated. Elegant. Distinctive. Constellation Gemstones is a true piece of handcrafted, high-fashion design. Studded with 80 precious sapphires or rubies, the new collection has an unmistakable appearance. Which colour would you choose?

Discover Rose Ruby at <http://bit.ly/1kEy7G7>.



Vertu's Facebook post for the Constellation Gemstone Rose Ruby

A click-through lands on a dedicated page specific for the Constellation Gemstone model. The consumer is welcomed by a large image of the Constellation Gemstone Rose Ruby smartphone and copy that notes that the series is limited edition, a detail that was left out of the social postings.

By scrolling down, a second section includes a subhead that reads “As exclusive as your lifestyle” with a brief paragraph that explains the model as being “perfect for stately gatherings or red carpet revels.” To best show the Constellation’s features, Vertu used a GIF that alternates between the front and back sides of the smartphone.

The copy in this section reflects what was shared on Vertu’s Facebook. The Constellation Gemstone features 80 tiny sapphires or rubies, depending on the color option, set in grade-5 titanium.



Vertu's 320-reserve Constellation Gemstone smartphones

Vertu has only made 320 pieces per color option for the Constellation Gemstone, making these smartphones as exclusive as the gemstones set in its design. Also, the smartphone features hand-wrapped semi-gloss calf's leather, a process that took more than two days.

The following section reiterates that the Constellation Gemstone “blend[s] seamlessly into sophisticated surrounds” and creates “a clear statement of your unique style.”

Vertu's final section shows a call to action bar to contact a boutique as well as the link to learn more about the Constellation's performance qualities and additional features such as Vertu Life.

A Vertu Constellation Gemstone can be purchased for \$10,150.

A new type of wearable

Technology brands are steadily working to be seen as an accessory on par with high-end jewelry rather than a communication tool.

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

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 ([see story](#)).

Vertu has drawn inspiration from the fashion world with past Constellation updates.

The British smartphone manufacturer 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 smartphone ([see story](#)).

Blurring the lines between what is a tool and what is an accessory is commonly associated to the watch industry.

"Vertu is following a path taken by the watch industry," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy. "Years ago, consumers bought watches for their time-keeping functions. Today, many high-end consumers buy watches as jewelry.

"[Additionally,] Vertu wants to be the Rolex of the future," he said. "As smartphone technology matures, many consumers will buy Vertu phones primarily as jewelry, not as functional phones.

For Vertu, providing options increases market demand and may showcase the brand as an innovator in its sector.

"I expect Vertu to continue to pioneer this development with even more expensive phones and even greater use of precious stones," Mr. Ries said.

"There may not be [market demand] in the short term, but there certainly is in the long term," he said. "It's important for Vertu to build its brand at the high end, not necessarily for today's sales, but certainly for tomorrow's sales.

"The brands that get in early wind up dominating the market in the future."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/UVySyfb-yYs](http://www.youtube.com/embed/UVySyfb-yYs)

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