

Nokia Launches New Fashion Collection

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Inspired by the glamour and elegance of the lavish 1920s, Nokia introduces a new fashion collection of three mobile phones, launched today at the Totally Fashion event in Shanghai. Pushing the boundaries of traditional mobile phone design, the collection, which features the Nokia 7280, Nokia 7270 and Nokia 7260, blends old world art deco styling with an edgy, modern day twist. Core style influences such as flow and movement, colour, geometry, detailing and graphics were the inspiration and creative energy behind the collection.

Nokia 7280: Lean, Sublime Lines

The sleek and sexy Nokia 7280 offers a completely new mobile phone design, foregoing the traditional keypad for a discreet keyless dial. A fine lacquer-inspired high-gloss finish, complemented by leather and

mirror accents, add sophistication and style making this device as much a work of art as an advanced piece of technology.

Perfect to whip out at cocktails, the Nokia 7280 is geared to attract attention and become the talking point at any high glamour soiree. Its VGA camera can snap the latest and greatest while the active slide means calls can be answered or ended with a flick of a wrist.

The handset's chic strap and carrying pouch keep this hot accessory close at all times. Using the Nokia Collector, you can transfer your favourite photos, ringtones, wallpapers, music and videos from the Nokia 7280 to and from your Mac. For a fashionable handsfree experience, style mavens can plug in the Nokia Wireless Image Headset, also introduced today. Truly, the Nokia 7280 is the fantasy phone for the fashion-conscious.

Nokia 7270: Detailed Deco

The boldly stylish Nokia 7270 draws its design inspiration from the Garbo-esque glamour of the 1920s. Encased in an etched stainless steel housing, this fold design accents your wardrobe with a matching textile wrap, carrying strap and pouch to reflect your personal style and mood.



Whether shopping in New York, Paris or Shanghai, a second opinion is merely clicks away thanks to the Nokia 7270's VGA camera. Converting clothes or shoe sizes is a snap with the clever Converter application. Tune out in style with the FM radio and fashion headset or tap away on games like Chic Pinball.

Nokia 7260: Flamboyant Fashion

Materials, graphics and colour palette set the Nokia 7260 apart. Featuring chrome and steel accents, this Art-Deco-meets-Industrial-Design concept is certain to be a favourite of fashion-minded crowd. To stand out in a crowd, consumers can enhance the style of their Nokia 7260 with daring accessories, like stylish straps and carrying pouches.



Nokia 7260

Jetsetters can easily call home with the Nokia 7260's tri-band capabilities, or send celebrity sightings using the VGA camera. The Nokia 7260 allows users to step out in style every day.

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