



VERSACE

MODELABS
mobile on demand

Versace teams up with ModeLabs Group to create and distribute its first luxury mobile phone

Paris, January 19th 2010, 8.30 am – Versace and ModeLabs Group announce an exclusive worldwide joint licence agreement for the design; manufacture and distribution of Versace's first-ever range of luxury mobile phones, which will be made available through Versace's network of flagship stores and exclusive retail partners.

The new Versace range will be to the world of mobile phones what Versace's line of *Atelier Haute Couture* creations are to the fashion world. Over the years, the House of Versace has taken its unique vision and exemplary craftsmanship beyond fashion to include jewellery, watches, interior design and hotels. Now it brings its distinctive Italian glamour and style to personal communications.

To ensure that the new range of mobile phones is built to the exacting standards of the Versace *Atelier* line of *Haute Couture* creations, Versace has teamed up with Modelabs manufacture, whose exclusive expertise and know-how in the creation of tailor-made mobile phones for luxury brands is able of developing a handset that meets Versace's high standards for luxury and quality.

"This exciting collaboration is consistent with Versace's strategy of developing the brand's strong business potential through a select number of agreements with key international licensing partners," comments Gian Giacomo Ferraris, CEO of Versace.

"We are very proud to have been chosen by Versace to bring their new range of luxury mobile phones to life. Crafted from the finest materials and built to the uncompromising standards of the Versace *Atelier*, they will combine the latest handset technologies and incomparable Italian craftsmanship," says Stéphane Bohbot, ModeLabs Group CEO. He added, "With this agreement ModeLabs manufacture once again demonstrates its ability to respond to the expectations of the most prestigious brands in the most demanding fields."

The commercial launch of the first Versace luxury mobile phone is scheduled for Spring 2010. It will be premiered for select Versace clients at an invitation-only, private showing that will be held during the Parisian *Haute Couture* week in January 2010.

About Versace:

Gianni Versace SpA is one of the leading international fashion design houses and a symbol of Italian luxury worldwide. It designs, manufactures, distributes and retails fashion and lifestyle products including *Atelier* (*Haute Couture*), prêt-à-porter, accessories, fine jewellery, watches, eyewear, fragrances, and home furnishings all bearing the distinctive Medusa logo.

For more information please visit: www.versace.com

About ModeLabs Group:

ModeLabs Group (Isin: FR 0010060665), creator of tailor-made handsets and telecom distributor, is a new generation player in the mobile phone sector. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and major brands.

Its activities are structured within two strategic divisions:

- *ModeLabs Manufacture* integrates conception and design expertise and technological know-how to give luxury (Dior, TAG Heuer) and lifestyle brands (Lacoste, MTV...) the opportunity to create their own range of mobile phones, accessories and services, and ensures qualitative and selective distribution over three continents in department stores, fashion stores and watch and jewellery stores.
- *ModeLabs Distribution* specialist and leader in France in the distribution of mobile phones and accessories, is present in each distribution sector: networks, MVNO, mass merchandisers, multi-specialists, telecom specialists, other retailers and e-business.

For more information: www.modelabs.com

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