

## ModeLabs Distribution signs a licensing agreement with Kenzo for the design and distribution of its telecom accessories

ModeLabs Group's distribution division announces the signature of a partnership agreement with Kenzo for the design and distribution of telecom accessories under an exclusive arrangement with the division's Licensing Studio department.

The Licensing Studio offers a specialised co-branding service of design and distribution of telecom accessories and other products. Since its creation in January 2009, ModeLabs Licensing Studio has created ranges of accessories for Chantal Thomass, Zadig & Voltaire and, more recently, DC Comics.

The first Kenzo collection of mobile telephone pouches proposes an original ethnic touch and offers a large choice of forms and materials providing a subtle mixture of the Japanese and poetic inspirations that are characteristic of the brand.

It will be available, from November 2010, from all telecom operators and specialist distributors as well as in most Kenzo boutiques.

In parallel, in the framework of this partnership a Samsung/Kenzo mobile will be launched at the end of October 2010 under an initially exclusive arrangement with Bouygues Telecom.



*"We are very pleased to welcome the Kenzo brand as one of our references within the growing universe of the telecom accessories designed by ModeLabs Licensing Studio. At present, mobile telephone accessories have become veritable fashion accessories the market for which is bolstered by the growing need for protection of mobile phones",* declared Julie Lecalonnect, Licensing Studio director.

**Next publication:** 3<sup>rd</sup> quarter revenue for 2010, on Wednesday 13 October 2010

### About ModeLabs Group:

ModeLabs Group, 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 (TAG Heuer, Dior, Versace) brands the opportunity to create their own range of mobile phones, and ensures qualitative and selective distribution over three continents in department stores, fashion stores and watch and jewellery stores;
- *ModeLabs Distribution*, historic leader in the distribution of mobile phones and accessories, specialist in creating and commercialising licensed accessories and telecom products, present in each distribution sector: networks, MVNO, mass merchandisers, multi-specialists, telecom specialists, other retailers and e-business.

**ModeLabs Group is listed on the NYSE Euronext-Paris Eurolist**

**Isin: FR 0010060665, Mnemo: MDL, Reuters: MDLB.PA, Bloomberg: MDL:FP**

**For more information: [www.modelabs.com](http://www.modelabs.com)**

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