

**PRADA**



**Embargo: 24 Nov. 2011 11:00 (KST)**

**Photo: Attached**

## **PRADA AND LG SIGN EXCLUSIVE AGREEMENT CEMENTING PARTNERSHIP**

**PRADA Phone by LG 3.0 to be launched in 2012; the collaboration has resulted in  
mobile phones with a strong identity**

SEOUL, Nov. 24, 2011 – PRADA and LG Electronics (LG) today renewed their exclusive mobile phone partnership at a signing ceremony in Seoul, Korea. Building on this partnership's previous success, the two companies will develop the PRADA phone by LG 3.0, for launch in early 2012.

Under this partnership, LG will be PRADA's exclusive mobile phone partner. The collaboration, which began in 2006 and resulted in two premium mobile phones being introduced in 2007 and 2008, focuses on key elements within the smartphone, including software and user interface down to its design and packaging.

“The partnership between Prada and LG has always been characterised by an innovative approach and uncompromised quality of style, design and breakthrough technology,” said Mr. Patrizio Bertelli, CEO of PRADA Group. “These values are common to both our brands, which have always anticipated, and often set, the trends in many fields. We were therefore delighted to cooperate again with LG in the development of the latest creation of the mobile communication industry.”

“Our working relationship with PRADA is unique in its longevity and success, something no other phone company and luxury brand have been able to replicate,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “Having successfully launched two PRADA phones by LG, we look forward to collaborating further to develop premium handsets with a strong identity and the most sophisticated style.”

The PRADA phone by LG 1.0, a pioneer in the mobile phone space, was an unqualified success, selling over one million units. This premium handset combined high-end technology with a design embodying superior style. As evidence of its place in design history, the PRADA phone by LG 1.0 is part of the permanent collection in New York City's Museum of Modern Art (MoMA) and the Museum of Contemporary Art (MOCA) in Shanghai.

The PRADA phones by LG were avant-garde in the technology they offered to users. The PRADA phone by LG 1.0 was the world's first touchscreen mobile phone, and the 2.0 provided an innovative mobile experience through its unique watch with Link technology, which allowed for easy access to caller ID, SMS text messages, call history, call block and two-way alarm notification.

###

## **About PRADA**

PRADA S.p.A. – HKSE stock code 1913 - is one of the world's leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church's and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear and fragrances sectors on the basis of license agreements. Its products are distributed in more than 70 countries around the world through 345 directly operated stores (DOS) as of 31 July 2011 and a network of selected luxury department stores, multi-brand stores and franchisees.

## **About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

## **About LG Electronics Mobile Communications Company**

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lg.com](http://www.lg.com).

### *Media Contact:*

Kim Stringer  
Prada Retail UK  
Tel: +44 207 3992030  
Fax: +44 207 3992050  
E-mail: [kim.stringer@prada.com](mailto:kim.stringer@prada.com)

Mimi Pun  
Prada Asia Pacific  
Tel: +852 2526 2831  
Fax: +852 2526 2636  
E-mail: [mimi.pun@prada.com](mailto:mimi.pun@prada.com)

Claire Jang  
LG Electronics, Inc.  
Tel : +82 2 3777 3925  
[LGnews@lge.com](mailto:LGnews@lge.com)