



GRESSO

Gresso concept of personalization. A new step forward in mobile industry.

Personalization is the ultimate expression of luxury. It is also the elemental link in the relationship between a customer and brand, between expectations and service. It is to strengthen this link and to offer a unique experience to its clientele that Gresso has developed a concept of personalization that is totally new in mobile industry, a world first in fact.



Gresso is giving customers the opportunity to create their own mobile phone. This is a phone that will forge an instant and privileged relationship between designer and brand and one that, at the end of the creative process, will assert its unique character. Participating in the creation of such a personal object and playing an active role in determining its final aspect will be an unforgettable experience. In this sense, Gresso is placing the customer right at the centre of the process and thereby determining the shape of tomorrow's mobile industry.

Almost 40 combinations

It is only due to a special design of a phone case that the concept of personalization has been brought to life. In its concern to preserve the aesthetic harmony of the whole and not wanting to make an impact with tens of combinations, though this would be technically possible, Gresso opted for a carefully planned personalization system. For this reason, personalization is based on three elements: case of special titanium alloy with high-tech ceramic covering, various types of leather decoration, keyboard design - absolutely flat or made of polished steel. Engraving the owner's initials or an inscription on the inside of the device makes the ultimate stage of Gresso personalization service. In total, there are almost 40 combinations available from which to create an exceptional mobile phone that mirrors the owner's personality.



GRESSO

The personalized phone can be envisaged and designed by the future buyer in the interactive "[Online Boutique](#)" on Gresso official website – www.gresso.com – or in the authorized dealers' stores. It then enters its production cycle in Switzerland and will be delivered within 14 days, as agreed on beforehand with the client.

The price of the collection starts from US\$2200.



Gresso in the USA

Residents of the US Southeastern coast will soon be able to enjoy the new service of Gresso. In one of the most respectable cities in the world, Miami, the first office of the company (www.gresso.miamiresidence.com) in the United States will be opened on the 18th March.

For further information and photos, please, contact:

Gresso Marketing Department
E-mail: contact@gresso.com
Internet: www.gresso.com
Online Boutique: www.gresso.com/flash/