

Touch panel luxury brand phone coming to Japan

Media personnel gathered at the Prada Aoyama Epicenter in Minato-ku in Tokyo on May 8th for the unveiling of the new PRADA Phone by LG (L852i).



The PRADA Phone is the result of a collaboration between apparel brand Prada and LG Electronics. A key feature of the new phone is that rather than being equipped with a typical keypad as on a traditional phone, the PRADA Phone has a unique touch panel display.

Already sold in more than 40 countries, the new phone will on the market in Japan through NTT Docomo starting in June of this year.

Source: Translated from *ASCII*

<http://ascii.jp/elem/000/000/131/131281/>