

# Vertu (S) Pte Ltd in Luxury Goods (Singapore)

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## Abstracts

Vertu (S) Pte Ltd aims to lead luxury mobile phones through stronger brand awareness of Vertu. With the rising demand for luxury mobile phones among expatriates and working professionals, Vertu will continue to develop and introduce new collections. In the second half of 2012, Vertu, in collaboration with Smile Train, launched its Constellation Smile to support a charity drive to fund children with unrepaired cleft lips in developing countries.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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