



Jalou™

DOLCE & GABBANA





## An arresting media campaign for the launch of Jalou by Dolce&Gabbana

Sony Ericsson's eagerly anticipated Jalou by Dolce&Gabbana mobile phone launches today in style, with an intriguing media campaign created by Dolce&Gabbana

London, UK – 22 October 2009: Jealousy, glamour and desire takes centre stage in the latest print and online media campaign for **Jalou by Dolce&Gabbana**. Creative Directors Domenico Dolce and Stefano Gabbana bring the exclusive limited edition clamshell handset to life, while internationally renowned director Cyril Guyot sprinkles his film magic into the campaign.

Exuding style inside and out, the 24 carat gold plated handset is used as the ultimate object of desire in the media campaign, which also features five enigmatic, beautiful women who play by their own rules to find the ultimate style statement.

The print advertising campaign reflects the online film, which shows a beautiful and mysterious woman walking through the streets. She enters a dark, unknown building, where she finds four elegant women waiting. The mysterious woman delicately unveils a rose-coloured object as if it is a rare, precious jewel. Each woman examines **Jalou by Dolce&Gabbana** in pure delight and longing. The film's climax comes when policemen burst onto the scene and arrest the women for their insatiable desire to live outside society and refuse to be tamed in their pursuit to find beauty and style in their lives.

All the models in the film wear the Dolce&Gabbana Fall Winter 2009/2010 collection, which is particularly opulent and sophisticated, so it works very well with the precious **Jalou by Dolce&Gabbana** phone.



Domenico Dolce and Stefano Gabbana comment: "The campaign theme plays with the concept of jealousy and desire for a must have object, the protagonists are willing to do whatever is necessary to get it before everyone else, the link with the Dolce&Gabbana brand is the strong femininity, the exclusivity and luxury of the women that wear the Dolce&Gabbana clothing, use the **Jalou by Dolce&Gabbana** phone and embrace our world in general".

Director, Cyril Guyot, says: "The film is about bad girls desiring an object more than anything, and we felt this was the best way to reflect the key qualities of **Jalou by Dolce&Gabbana**. The mood has a gangster theme,

combined with a style, sexiness and humour of Helmut Newton and Guy Bourdin. The style is luxurious and the colours and lighting used throughout are reminiscent of the phone, which is all about glamour, fashion, strong women and fun”.

The media campaign assets are available to view here: [www.sonyericsson.com/jaloudolcegabbana](http://www.sonyericsson.com/jaloudolcegabbana), with a total of six videos and two print advertisements.

**Jalou by Dolce&Gabbana** is a special limited edition clamshell handset. The Dolce&Gabbana branded style statement has a beautifully facet cut jewel form and is only 73mm long – shorter than your favourite lipstick, it is easy to slip into the tiniest clutch or jacket pocket and is full of essential features. The handset comes complete with exclusive packaging and accessories – three silky rose satin bags to either protect the phone, store the charger or to even carry jewellery. There’s also a special Dolce&Gabbana branded headset with gold accents to keep users connected in style.

Even the content is special on **Jalou by Dolce&Gabbana**. Exclusive photography and video clips from Dolce&Gabbana’s women’s Autumn/Winter 2010 runway show, with sneak preview footage from all the backstage action, will be pre-loaded on the handset. There is also a variety of stylish themes and wallpapers, as well as a Dolce&Gabbana blog that sends the latest trends, news and gossip directly to the mobile phone via an RSS feed.

**Jalou by Dolce&Gabbana** will be available in the exclusive colour Sparkling Rose and it comes with the following features and more:

- 3.2 megapixel camera – snap favourite outfits and send to friends
- Video recording – film and post clips online anytime
- Stereo FM radio – catch up on the latest songs while on the move
- Music player – with Bluetooth™ stereo, PlayNow™ and TrackID™
- Bluetooth™ 2.0 – upload images and videos to social networking sites
- Mirror key – check hair before a hot date
- Walk Mate step counter – keep fit while on the move
- Internet – Google™ search, Google Maps™, email, instant messaging, picture messaging
- Entertainment – YouTube™ application, 3D games, video viewing
- Weight – only 84grams

**Jalou by Dolce&Gabbana** support GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSDPA 2100.

### Jalou by Dolce&Gabbana at a glance

<b>Camera</b>	3.2 megapixel camera 3.2x digital zoom Geo tagging Photo feeds Photo fix Send to web Video light Video recording
<b>Music</b>	Bluetooth™ stereo (A2DP) Media player MEGA BASS™ Music tones (MP3/AAC) PlayNow™ TrackID™
<b>Web</b>	Access NetFront™ web browser Bookmarks Google™ search (from standby) Web feeds
<b>Communication</b>	Call list Conference calls Speakerphone Vibrating alert

	Video calling (main camera)
<b>Messaging</b>	Conversations Email Microsoft Exchange ActiveSync™ Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
<b>Design</b>	Auto rotate Media Picture wallpaper Wallpaper animation
<b>Entertainment</b>	3D games FM radio with RDS Java™ Motion gaming Video streaming Video viewing Walk Mate step counter YouTube™ application
<b>Connectivity</b>	A-GPS (US only) Bluetooth™ technology Google Maps™ Modem Synchronisation USB mass storage USB support
<b>Organizer</b>	Alarm clock Calculator Calendar Contacts Flight mode Notes Stopwatch Tasks Timer
<b>Location-based services</b>	A-GPS Google Maps™ Turn-by-turn navigation
<b>Accessories</b>	In-Box: Sony Ericsson Jalou Battery Battery Charger Colour-matched stereo portable handsfree User guide
<b>Facts and Figures</b>	Size: 73 x 45 x 18.2 mm Weight: 84 grams Colours: Jalou by Dolce&Gabbana: Sparkling Rose Jalou: Onyx Black, Aquamarine Blue, Deep Amethyst Main screen: 262,144 colour TFT Resolution: 240 x 320 pixels (QVGA) Size: 2.0 inches External Screen: Monochrome LCD Resolution: 128 x 36 pixels Size: 1.3 inches Phone memory: Up to 100 MB Memory Card Support: SanDisk microSD™ Talk time GSM: Up to 7 hours

	Standby time GSM: Up to 350 hours Talk time UMTS: Up to 4 hours 30 min Standby time UMTS: up to 250 hours Video call time: Up to 2 hours
<b>Availability and versions</b>	Networks: Jalou by Dolce&Gabbana and Jalou: GSM GPRS/EDGE 850/900/1800/1900 UMTS HSDPA 2100

#### On the web

Everything worth knowing about Jalou: [www.sonyericsson.com/Jalou](http://www.sonyericsson.com/Jalou)

#### Legal

1) Facts and features may vary depending on local variant.

2) Operational times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. playing games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

© Sony Ericsson Mobile Communications AB, 2009.

The liquid identity, TrackID and PlayNow are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB. Sony and MEGA BASS are trademarks or registered trademarks of Sony Corporation. Ericsson is the trademark or registered trademark of Telefonaktiebolaget LM Ericsson. TrackID is powered by Gracenote Mobile MusicID. Gracenote and Gracenote Mobile MusicID are trademarks of Gracenote, Inc. Bluetooth is a trademark or registered trademark of Bluetooth SIG Inc. Google Inc. Google and Google Maps are trademarks or registered trademarks of Google Inc. Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. NetFront is a trademark or a registered trademark of ACCESS Co., Ltd. SanDisk and microSD are trademarks or registered trademarks of SanDisk Corporation. Exchange ActiveSync is a trademark or registered trademark of Microsoft Corporation.

Other product and company names mentioned herein may be the trademarks of their respective owners. Any rights not expressly granted herein are reserved. Subject to change without prior notice.

Sony Ericsson Mobile Communications AB, SE-221 88 Lund, Sweden

*Sony Ericsson is a 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: [www.sonyericsson.com](http://www.sonyericsson.com).*

#### **FOR MEDIA INFORMATION PLEASE CONTACT:**

Sony Ericsson Global Communications & PR

Merran Wrigley +44 208 762 5862

General Press: +44 208 762 5858

E-mail: [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)

Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)