

ROCKY HORROR PRESENTS
THE FRODO BAGGINS TRILOGY
THE SCIENCE OF THE MIND
INSPIRING ARTISTS
THE HISTORY OF NEWS
THE NEW YORKERS
THE FIRST LADY OF FASHION'S MOST FASHIONABLE SEASON
SPRING BREAK



33

SEPTEMBER 17, 2005

V
ARE
THE
WORLD

ADAM TURNS 30!

NEW PIECE

Nobody spends more time on the phone—or more effort coveting other people's personal technology—than the fashion crowd. And that's just who Nokia's designers had in mind when they put all the Deco styling and high-gloss black lacquer finishes into their new "Fashion Collection" of mobile phones. One model in particular, the 7280 (whose oblong shape looks something like a sexed-up lipstick case) was built for that specific, slender segment of natty tech enthusiasts. Hands-on technology, like the concealed camera with active slide, combines with no-hands technology ("send" and "select" keys are the new number pad) to make this the ultimate lifestyle accessory. Befitting the black-label status of the collection, the 7280 will first launch in exclusive outlets like Luisa Via Roma in Florence. This is quickly giving Luisa's creative director, Felice Limosani—the mastermind behind the "Nokia Fashion Tour"—a reputation as Italy's most fashionable mobile lip service provider. While the 7280 makes great progress toward filling the gaps in the phone-as-fashion-statement market, it won't do much to resolve that age-old question: is that a lipstick case vibrating in your pocket or are you just happy to see me? **Mitchell Healey**

For info: www.nokia.com; www.felicelimosani.com

