

CONSUMER ELECTRONICS

Thom Browne releases third smartphone collaboration with Samsung

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The Thom Browne x Samsung Galaxy smartphones. Image credit: Thom Browne

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Thom Browne has reunited with South Korean technology company Samsung for another smartphone collaboration.

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Thom Browne and **Samsung** introduced limited-edition designs of the latter's newest foldable phones and wearable accessories. The luxury smartphones feature Thom Browne's signature strip and color scheme.

Tech collaboration

This is the third collaboration between Thom Browne and Samsung and includes the Galaxy Z Fold3 and the Galaxy Z Flip3.

The foldable phones the Fold3 has a vertical hinge while the Flip3 has a horizontal hinge are available in silver with Thom Browne's blue, white and red stripes as an accent.



The Galaxy Z Fold3 with accessories. Image credit: Thom Browne

Each smartphone model is sold with Galaxy Buds2 wireless ear buds and the Galaxy Watch4 smartwatch, while the Galaxy Z Fold3 also comes with the S Pen Pro stylus. Other accessories are also included, such as interchangeable watch straps, charging cables and protective leather covers.

To promote the release, director Zoe Cassavetes directed a mysterious vignette for Thom Browne. "A Blank Slate" features Dree Hemingway and Luis Parede in the fashion label's minimalist, military-inspired fall looks while using the new phones.

The new Thom Browne x Samsung campaign

Taking a fashion-first, hybrid design approach to smartphone and smartwatch design is essential for such collaborations between luxury brands and tech companies ([see story](#)). Other major brands including Louis Vuitton and Herms have experimented with high-end smartwatches or accessories.

Before carrier discounts or trade-ins, the Thom Browne Editions of the Galaxy Z Fold3 and Galaxy Z Flip3 start at \$3,449.99 and \$2,349.99, respectively.

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