

LG Chocolate Phone

Company: LG Electronics

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True to the claim of LG Electronics that “less is more”, the “shy” phone sets its mission in delivering an “emotional” customer experience through a personal appreciation of the Asian yin and yang philosophies.

When the Phone is closed, it is plain, dark, and cool, just like a mysterious elegant woman resting quietly at night (yin). But once it is activated, the screen lights up and the buttons come alive with a blush of glowing red. The contrast is like an energetic young man playing outdoors under the summer sun in broad daylight (yang).

The glossy phone exterior has triggered a “chocolate buzz” upon its launch and there are the equally “delicious” white and “strawberry” (pink) chocolates up for grabs.

