

NEW YORK--([BUSINESS WIRE](#))--Samsung Electronics Co., Ltd. and rising jewelry designer Dana Lorenz tonight unveiled a unique collaboration with the prominent inclusion of Samsung Mobile's GALAXY Gear and GALAXY Note 3 in Lorenz's FALLON Spring/Summer 2014 fashion show at Mercedes Benz Fashion Week in New York City. Lorenz, the first accessories designer to ever showcase a full collection at Fashion Week, styled models with accessories created exclusively for the GALAXY Note 3 and GALAXY Gear. A visual, audible and digital experience, the show featured seamless integration of the devices on the runway as well as in an ending tableau sequence that afforded attendees the opportunity to view the FALLON collection and Samsung devices more closely.

"With the accessories I've created for the GALAXY Note 3 and GALAXY Gear, I want to give them high fashion along with this new mobile experience."

Samsung was initially attracted to Lorenz's signature glam-punk style as a fitting companion to GALAXY Gear, Samsung's first foray into the wearable technology market. The partnership was formed to introduce GALAXY Gear and the GALAXY Note 3 to the fashion community, reinforcing Samsung's commitment to delivering innovative technologies along with premium design.

"Consumers today view their mobile devices not as utilities but as extensions of their personal style. With GALAXY Gear and GALAXY Note 3, we want to deliver both an extremely innovative mobile experience and an opportunity for self-expression," said Younghee Lee, Executive Vice President of Global Marketing, IT & Mobile Division at Samsung Electronics. "Our partnership with Dana Lorenz, a true trailblazer in her industry, is very fitting for Samsung as we embark as pioneers of this new and exciting wearable technology market."

Drawing from her love of mixed metals, chains, leathers and studding, Lorenz has created a series of carrying cases for the GALAXY Note 3 as well as stud charms for application to GALAXY Gear's adjustable band. Cases, one adorned with gold studding and the other with gold chain fringe, are mounted on thick gold chains for cross-body wear or leather belts for wrapping around the waist, offering easy device accessibility.

“The FALLON girl is very much a digital girl,” said Dana Lorenz, FALLON designer. “With the accessories I’ve created for the GALAXY Note 3 and GALAXY Gear, I want to give them high fashion along with this new mobile experience.”

Dana Lorenz accessories for the GALAXY Note 3 and GALAXY Gear will be limited in quantity. Photos and further information can be found at www.samsungmobilepress.com.

About GALAXY Gear and GALAXY Note 3

GALAXY Gear expands Samsung’s industry leadership and launches the company into the forefront of wearable technology innovation. A perfect companion to the GALAXY Note 3, GALAXY GEAR provides users the freedom to choose how, why, when and where they are connected.

To present a carefully crafted balance of high fashion and high functionality, Samsung has worked to deliver the right combination of materials, colors and design to create a truly wearable piece of technology. GALAXY Gear will be available in six colors – Jet Black, Oatmeal Beige, Rose Gold, Wild Orange, Mocha Gray and Lime Green – which were chosen to meet a range of personal tastes and will be available globally beginning September 25, 2013.

GALAXY Note 3 is the third generation of the highly successful GALAXY Note. The GALAXY Note 3 expands on the modern Samsung GALAXY design approach by adding a soft and textured-touch back cover with delicate stitching. With an improved viewing experience, more powerful multitasking capabilities and significant S Pen improvements, GALAXY Note 3 empowers your creativity, making everyday life easier, faster and more fun.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are

transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales of US\$187.8 billion. To discover more, please visit www.samsung.com.

About FALLON

After obtaining degrees as a painter from the University of Iowa and the School of the Art Institute of Chicago, jewelry designer Dana Lorenz entered the fashion industry, working for Gucci and Donna Karan. Jewelry design started as a personal endeavor, but her pieces quickly grew a cult following and a collaboration with menswear designer, Alexandre Plokhov of Cloak for runway. Immediate press and retail attention followed, and with a story in American Vogue about the launch, her first collection was soon carried at the top retailers worldwide, including Barneys, Ikram, Colette, 10 Corso Como, Luisa via Roma, Liberty and Lane Crawford.

Dana launched FALLON, a more graphic and hardware driven collection of both statement and layerable pieces. FALLON is an editor and celebrity favorite, and both collections are consistently featured in top publications worldwide.

Dana has collaborated with ready to wear designers such as Proenza Schouler, Thakoon and Prabal Gurung for runway, and occasionally does limited edition capsule collections for retailers such as Opening Ceremony and J.Crew. She designs custom pieces for Rihanna and other celebrities for performances and appearances.

Italian Vogue recognized Dana as one of their "New Talents" featured in the magazine and celebrated at Milan Fashion Week and was nominated for the 2010 CFDA Swarovski Accessory Designer of the Year Award. She was a 2011 finalist for the coveted CFDA/Vogue Fashion Fund.