

JCC+IT

# COLLECTION\*





Shot on OnePlus JCC+  
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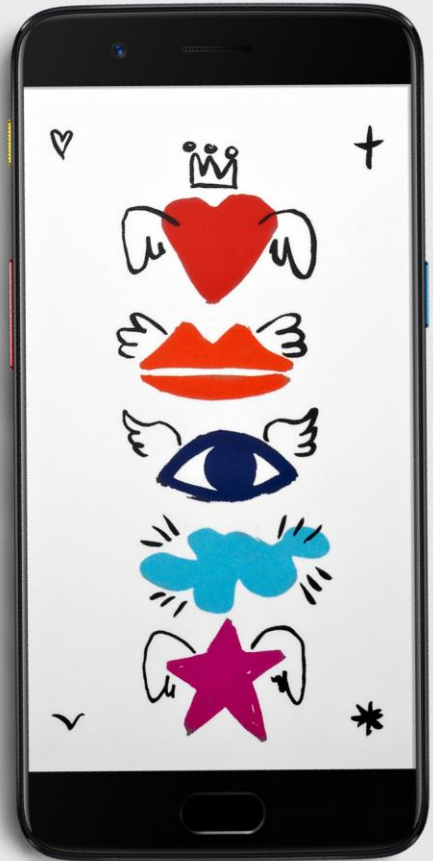
«This is not a phone, it is a creative machine»

*\*Jean-Charles de Castelbajac*

Following the recent announcement by OnePlus of its collaboration with acclaimed French fashion designer, Jean-Charles de Castelbajac, today marks the launch of "Callection", a limited-edition design of the company's flagship phone, the OnePlus 5 JCC+, along with an exclusive line of accessories.

As a fashion pioneer, Castelbajac has been redefining the frontiers of art and fashion since the 1980s, when he first asked artists to paint his dresses.

The exclusive "Callection", made up of holsters, bags, caps, t-shirts, and a limited-edition OnePlus 5 design, is reflective of Castelbajac's signature, chromatic style.





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"We're always looking to try new things with partners who embody the Never Settle spirit," said OnePlus co-founder and Head of Global, Carl Pei. "It's been great collaborating with an icon like Jean-Charles Castelbajac, who is continuously bringing game-changing ideas to the fashion industry."

Known among his peers as the 'King of Unconventional', Castelbajac challenges the conventions of design, just as OnePlus challenges the conventions of the smartphone industry. The unique and contemporary collection is the product of two like-minded disruptors working together.

"I always like looking towards the future," said Castelbajac. "To change the world, you always need to be creative and work with people who are ahead of their time."

The line will be available for purchase at two pop-up events and online at [OnePlus.net](https://www.oneplus.net). To kick off the "Collection", OnePlus has teamed up with iconic fashion boutique, colette to host a pop-up event at its retail store in Paris on September 22nd at 11:00 am CET. The second pop-up event will take place at the legendary store, Selfridges, in London on September 29th. Through this collaboration, OnePlus once again demonstrates its commitment and willingness to share the best technology with the world, offering exceptional functionality for a unique experience.







## OnePlus 5 Jcc+

The limited-edition OnePlus 5 JCC+ is equipped with a dual camera, 8 GB RAM and 128 GB of memory.

Available from 2<sup>nd</sup> October for £499

T-shirts are available at £29.95 and tote bags are available at £24.95 from OnePlus.net

The complete line of accessories will be available in October 2017 from OnePlus.net

## Technical specifications

- The highest resolution dual-camera system available on any smartphone, with a 16 MP main camera supported by a 20 MP telephoto camera for beautiful portrait shots and clearer zoom
- Dash Charge, which gives you a day's power in half an hour, as well as 20% better battery life
- A durable and accurate ceramic fingerprint sensor that unlocks your phone in - 0.2 seconds
- The thinnest and sleekest OnePlus flagship ever, at just 7.25mm
- Qualcomm® Snapdragon™ 835 platform
- The OnePlus supports 34 GSM network brands, to connect users around the world
- The design provides a unique experience for users
- For further information on the OnePlus 5, visit [www.oneplus.net/5](http://www.oneplus.net/5)

Belt Bag Collection  
Multi-coloured leather



Shot on OnePlus **JCC+**  
Powered by Dual Camera





Shot on OnePlus JCC+  
Powered by Dual Camera



Tshirt Never Settle

Holster Collection  
Multi-coloured  
leather



Shot on OnePlus JCC+  
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Known as the "King of the Unconventional" among his peers, Jean-Charles de Castelbajac intimately uses smartphones for his creative endeavours. An ultra-connected user, he edits, photographs and reinvents images into brilliant creations for the rest of the world to enjoy.

Castelbajac's inspiration comes from this special relationship with his smartphone. More than an accessory, his smartphone is a creative tool, an extension of his left hand. Castelbajac was one of the first artists to leverage the strength of social networks to create avant-garde communications for his creations, just as OnePlus was among the first smartphone makers to use social media as their core.

T-shirt Never Settle  
Belt Bag Collection  
Multi-coloured  
leather



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it is a creative machine*

ONEPLUS 5 \* JCC+ LIMITED EDITION



NEVER  
SETTLE

OnePlus is a global mobile technology company challenging conventional concepts of technology. Created around the “Never Settle” mantra, OnePlus creates exquisitely designed devices with premium build quality and high-performance hardware. OnePlus thrives on cultivating strong bonds and growing together with its community of users and fans. For more information, please visit [OnePlus.net](http://OnePlus.net).



The Collection campaign was fully photographed with the OnePlus 5 dual camera with a 16 mega pixel camera and a 20 mega pixel telephoto camera.



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