

Xiaomi Aims Mi CC at the Young

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Xiaomi sets aim at youth demographic with the Mi CC, a smartphone brand the Chinese company describes as nothing less than "a trendy mobile phone for global young people."



The "CC" part of the Mi CC name stands for "camera+camera," although the announcement press release says it can also mean "chic, cool, colourful and creative." Either way the phones promise "trendy design and camera features," although so far Xiaomi has only points out the camera capabilities of the devices.

The company says the Mi CC will be a flagship for photography and selfies with both front and back cameras, and photographs will be further enhanced through the inclusion of an algorithm powered by the recently founded Xiaomi x Meitu Beauty Lab. Furthermore, the team working on Mi CC is one of the youngest at Xiaomi, and half of it are art majors dedicated to "creating a trendy design for young customers."

As for whether customers will be confused by this latest Xiaomi brand, the company says the Mi CC will only further consolidate the Mi brand and its existing numbered Mi and Mi MIX series. On the other hand Redmi has been spunoff into an independent low-cost smartphone brand, with devices such as the Redmi K20 and K20 Pro.

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