

iPhone 7, 7 Plus Get (PRODUCT)RED Editions

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Apple presents special (PRODUCT)RED editions of the iPhone 7 and 7 Plus-- models featuring a vibrant red finish on the anodised aluminium back, together with a white Apple logo and white front bezels.

Available in 128 and 256GB versions, the special editions commemorate the 10 years of partnership between Apple and (RED), and provide means for customers to contribute to the Global Fund for AIDS research.

“Since we began working with (RED) 10 years ago, our customers have made a significant impact in fighting the spread of AIDS through the purchase of our products, from the original iPod nano (PRODUCT)RED Special Edition all the way to today’s lineup of Beats products and accessories for iPhone, iPad and Apple Watch,” Apple CEO Tim Cook says. “The introduction of this special edition iPhone in a gorgeous red finish is our biggest (PRODUCT)RED offering to date in celebration of our partnership with (RED), and we can’t wait to get it into customers’ hands.”

Apple offers a variety of (PRODUCT)RED special editions, including the full iPod lineup, Beats Solo3 wireless on-ear headphones, the Beats Pill+ portable speakers, the iPhone 7 smart battery case and a range of iDevice and Watch accessories. All are available now in Apple Stores and select resellers and carriers in Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland, Turkey and the UK, with other countries to follow from April.

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