Carphone Warehouse announces an unlikely-sounding partnership-- British model Kate Moss joins the retailer's design team to create "a range of fashion accessories for smartphones and tablets."



Dubbed "fashion tech," the Kate Moss Accessories Collection aims for female smartphone owners, which CPW says have surged by 52% over the past 12 months (compared to the 37% increase in men).

64% of women in the UK are smartphone owners, the retailer continues.

"My phone's as much a part of my look as my bag or shoes, and yet there's so little choice out there," Moss says. "My whole approach was to treat this as any other fashion collaboration; I was heavily involved in the design process and loved seeing my vision come to life in the final product."

CPW gives no actual details on the Moss-branded accessories (although it's safe to assume a case or two will feature) other than launch on Summer 2013.

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