



## Griffin Debuts Spring Case Collection for Mobile Devices On Trend with 2012 Fashion Trends

*New collections to debut at CES  
at Griffin's booth, located in [North Hall, Booth 5212](#)*

**Nashville, TN – January 3, 2012** – Griffin Technology, one of the world's foremost creators of innovations for everyday life, is rolling out a Spring collection of cases for iPhone, iPad, eReaders and more, aligned with leading fashion trends.

"This year Griffin is taking a new direction with its case designs, drawing color and texture cues from looks we're seeing from the fashion houses like Alexander McQueen, Prada, Givenchy and others," said George Campbell, Griffin's Director of Industrial Design. "With a diverse array of contemporary textures and fashion-forward designs, we've created Spring collections that allow consumers to make their own personal fashion statement."

Exuding what Campbell termed "an industrial-romantic feel," several lines within Griffin's Elan series explore armor-style details and rougher textures than previously seen. Pressed-metal looks, faux skins and fur-inspired patterns dress **Elan** hardshell cases for iPhone 4S, while the larger **Elan folios** for iPad, eReaders and tablets add unexpected flashes of color and patent leather to subtle animal prints.



"As the lines between us and our technologies continue to blur, we have a desire to relate these technologies to the familiar," Campbell said. "A lot of our colorways for 2012 have an intentionally analogue feel ... neutral colors, simplified shapes, and nostalgic textures." Griffin's **Outfit Flock** cases are rendered in muted greens, blues and browns. And the looks of age-cracked paint, worn leather and woven rattans make appearances in the **Elan Folio** and **Elan Passport** ranges.



"At the same time, there's a strong market demand for looks that take a completely different tack. The musical concept of the mash-up -- taking two or more different songs and combining them to create something entirely new -- is a huge influence for us this year," Campbell said. Aggressive mixing of stripes and layers, dots, plaids, florals and strong blocks of color is creating some of Griffin's boldest looks ever.



Up-to-the-minute colors are also a key design element for Griffin in 2012, from a completely revamped case collection to new **Stylus** offerings in peacock, pool, leaf, and blazing yellow.



To check out selected items from Griffin's new Spring case collection, visit Griffin's booth at CES, located in the [North Hall, Booth 5212](#).

For more information about Griffin Technology, visit [www.griffintech.com](http://www.griffintech.com).

### **About Griffin Technology**

Founded on Paul Griffin's kitchen table in 1992, Griffin Technology Inc., is today one of the world's foremost creators of accessories for home, mobile, and personal technology. Unique products such as iTrip®, PowerMate®, iFM®, iMic® and Evolve® Wireless Speaker System have broken new ground in consumer electronics and created loyal fans the world over. Today, Griffin products are conceived, designed and developed in-house and continue to push the envelope of the industry they helped create. Learn more about Griffin's entire range of ingenious designs at [www.griffintech.com](http://www.griffintech.com), [www.facebook.com/griffintech](http://www.facebook.com/griffintech) and on Twitter, [@griffintech](https://twitter.com/griffintech).

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