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HTC buys design company

Announces buy out of firm that created the Touch Diamond

by Amy-Mae Elliott published on 3 December 2008

HTC has announced the acquisition of San Francisco-based lifestyle design firm One & Company Design, Inc.

HTC says that One & Co will maintain its name and client base while it joins forces with HTC to "create an unparalleled force in global mobile design".

"Design is key, it is why you love or hate something", said Horace Luke, chief innovation officer, HTC.

"Integrating iconic design into HTC products is an inspiring and dynamic challenge that requires a unique combination of consumer insight, creativity, innovation and an appetite to take risks; attributes that embody One & Co".

HTC and One & Co first collaborated in 2006 on the creation of the HTC Touch Diamond, but the design co has also worked on footwear, snowboarding and skiing, furniture, packaging, houseware, timepieces and more.

