

# CLASSIC DRIVER

## [Marshall goes mobile with the sound of London](#)

**Lead**

The world's leading amp-maker, Marshall, is the latest company to make a foray into the smartphone market with its new phone, called the London. And, of course, Marshall stays true to its roots - it's all about music, sound and rhythm...

There is a growing trend in the phone market for hardware differentiation and specialisation: ultra-luxury phones from the likes of Lamborghini and Vertu, a smartphone with a large image sensor from Panasonic, Samsung's warp-around Edge screen and more. The Marshall London is also equipped with some unique features such as dual speakers, a processor for high resolution audio (including uncompressed FLAC files), a five-band global equaliser, Marshall Mode earbuds, the M button, which gives you quick access to music players, and – reminiscent of Marshall's glorious past in the age of pre-digital technology – an analogue scroll wheel for ultra-precise volume control. Music junkies will cherish the prospect of a phone that is 'wired for sound'...

### Style of the times



In celebration of this new venture, the amp-maker has also commissioned the [Bamford Watch Department](#) to create a bespoke watch.

*Photos: Marshall  
Text: Frank Diebel*

**Gallery**









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