

## Two Million Pound 'Year Of The Rat' Gold iPhone 11 range

Thursday 23 January, 2020

2020 marks the metal (gold) 'Year Of The Rat' as the ultimate Chinese New Year symbol for wealth, prosperity and abundance – to commemorate this auspicious new year London based customisation and luxury gift company Goldgenie have created a collectable 'Year Of The Rat' Gold iPhone 11 Pro range, using approximately 100 grams of 18k gold and certificate quality VVS1 diamonds, they are also offering a more 'affordable' 24k Gold plated version.

The design combines the Chinese New Year symbol of the Rat with a diamond encrusted number 8, which is considered to be especially lucky (infinity, to make a fortune). The new range from Goldgenie is worth an eye watering **£2,140,560** with only **20 units** of each version being made available.

The company who have supplied bespoke and Luxury gifts to the Oscars, Elton John AIDS Foundation and 'A' list celebrities such as the Beckhams and P Diddy, created the worlds most expensive racing bike which was customised in 24k gold and sold for a whopping £250,000, the sale was covered by Channel 4's 'Worlds Most Expensive Presents'.

Goldgenie founder Laban Roomes, commented, "**Chinese culture has always fascinated me, not only is it alluring but steeped in a rich history of art and calligraphy that embodies one of the oldest civilisations in the world. The 'Year Of The Rat' Gold iPhone 11 Pro range is meant to pay homage to Chinese traditions as well as recognising 2020 as the year of plenty, plenty**".

Year Of The Rat iPhone Prices:

- VVS1 Diamond encrusted 18k solid gold 'Year Of The Rat' iPhone 11 Pro Max £39,888
- VVS1 Diamond encrusted 18k solid gold 'Year Of The Rat' iPhone 11 Pro £37,888
- 18k solid gold 'Year Of The Rat' iPhone Pro Max £11,888
- 18k solid gold 'Year Of The Rat' iPhone Pro £10,888
- 24k Gold plated 'Year Of The Rat' iPhone Pro Max £3,288
- 24k Gold plated 'Year Of The Rat' iPhone Pro £3,188

Each 'Year Of The Rat iPhone' is SIM Free so will work on all networks, comes complete with a crocodile embossed leather iPhone presentation case, certificate of authenticity and a lifetime warranty.

The range in all its glory can be seen on the [goldgenie.com](https://www.goldgenie.com) fully encrypted website and via selected retailers, including their luxury retail shop in Dubai.

Website: <https://www.goldgenie.com/year-of-the-rat-gold-iphone-11-pro-and-max-range/>

Telephone: +44 208 804 6200

Press contact: [Stephanie@goldgenie.com](mailto:Stephanie@goldgenie.com)

### Media:



### Related Sectors:

Business & Finance :: Consumer Technology :: Crypto Currency :: Entertainment & Arts :: Lifestyle & Relationships :: Media & Marketing :: Men's Interest :: Motoring ::

### Related Keywords:

Luxury Gifts :: Corporate Gifts :: Gold iPhone 11 :: Goldgenie :: Worlds Most Expensive Gifts :: Laban Roomes :: Chinese New Year 2020 :: Year Of The Rat ::

### Scan Me:



## Company Contact:

### [Goldgenie](#)

T. +442088046200

E. [laban@goldgenie.com](mailto:laban@goldgenie.com)

W. <https://www.goldgenie.com/>

## Additional Contact(s):

07902496505

### [View Online](#)

## Additional Assets:

<https://www.goldgenie.com/year-of-the-rat-gold-iphone-11-pro-and-max-range/>

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.goldgenie.pressat.co.uk>