

What Women Want: "Floral Kiss" PCs?

Written by Marco Attard
23 October 2012

Fujitsu believes it knows what women want (at least when it comes to PCs) with "Floral Kiss"-- a Windows 8 laptop aimed at "female users," complete with special app selection.



"In recent years, with women accounting for nearly half of PC purchases, the Floral Kiss project was born from the desire of Fujitsu's female employees to create a PC that women would find appealing," the Floral Kiss press release says.

Indeed.

What can makes a laptop-- that most utilitarian of hardware-- more appealing to female customers? According to Fujitsu, the answer includes a flip latch users can easily open, even long fingernails! Surely not even the likes of Apple's Johnny Ive ever thought of such a detail, no?

Further hardware details include a "pearl-like" accent on the power button, a floral design on the outtake/intake vents, "exquisite" gold rings around each key on a transparent keyboard and a Caps Lock key decorated with a diamond-cut stone "for a sophisticated look."

One cannot forget the colour selection-- "Elegant White," "Feminine Pink" and "Luxury Brown."

What Women Want: "Floral Kiss" PCs?

Written by Marco Attard
23 October 2012

Fujitsu also (thinks it) knows what women want when it comes to software, since Floral Kiss laptops also includes digital scrapbook, diary and daily horoscope apps.

Yikes!

The Floral Kiss range launches in Japan from November 2012. Should it prove a success, expect other vendors to emulate the more feminine Fujitsu approach... or maybe not.

Go [Fujitsu Announces "Floral Kiss" PCs for Women](#)