

PRESS RELEASE
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Malfy Gin and Missoni reveal the new season of their collaboration in celebration of Italian style

Malfy Gin and Missoni celebrate Italian style with a new, bold season of their creative alliance; drawing inspiration from the Missoni Resort Club project to deliver a new limited-edition bottle of Malfy Originale, and immersive experiences across key fashion and design moments.



The partnership blends Malfy Gin's expertise in crafting premium spirits with Missoni's distinctive aesthetic bringing to life the brands' joy, vibrancy in their creations and effortless style.

Missoni's Creative Director, Alberto Caliri drew inspiration from the Missoni Resort Club project to design an immersive universe that translates across experiences and the designs of the exclusive, limited-edition bottle of Malfy Originale Dry Gin and Malfy's

signature copa glass. The fresh look conveys the summer feeling and brings together the brand's iconic zig zag with Malfy's signature hues of the Amalfi coast, where deep blue and ocean turquoise colour palette is paired with vivid pops of emerald green, seamlessly merging the two worlds.

Building on the strength of the partnership, the collaboration unfolds with an evocative digital campaign and a full calendar of activations - from the global launch event in Forte dei Marmi and Fashion Week to Design Week, extending across curated events and retail pop ups. The joint experiences will immerse consumers in the Italian lifestyle and elevate the aperitivo taste experience across home gatherings, sun-drenched bar terraces and beach clubs around the world.

Inside the collectible gift box at the heart of the second release is a bottle of Malfy Originale – a crisp, citrus-forward dry gin and refreshing expression of taste, distilled with Italian lemons and handpicked juniper, which captures the spirit of a warm Italian summer with every sip.

Murielle Dessenis, VP Global Marketing at Malfy Gin, comments: *"As our partnership with Missoni grows from strength to strength engaging consumers around the brands' effortlessly stylish positioning and distilling the Italian allure, we're thrilled to deepen our collaboration with the fashion maison to deliver a fresh campaign. This time, placing the limited edition of Malfy Originale Dry Gin and our signature copa glass at the heart of our upcoming experiences across high-end bars, beach resorts and fashion events around the world."*

Alberto Caliri, Missoni Home Creative Director, adds: *"Building on our partnership with Malfy, this collaboration translates Missoni's iconic design approach into a journey in the Italian summer feeling. This edition is more than just a bottle – it's a celebration of everlasting moments, where the sun, great company and the colour palette of the sea converge to create an enjoyable experience."*

The collaboration also comes with a limited edition cocktail Malfy x Missoni Bianco Royale, to savour during aperitivo hour, best enjoyed under the warmth of the sun.

The limited-edition Malfy x Missoni bottle will be available to purchase from July at selected high-end retailers in Italy, UK, Turkey, UAE, and can be purchased online at [Tannico, Rinascente]. Visit <https://www.malfygin.com/en/malfy-x-missoni/> for more information.

Malfy x Missoni Bianco Royale

- 35ml Malfy Originale
- 15ml Lillet Blanc
- 5ml Suze
- 15ml Triple Sec Curacao Syrup
- 50ml Tonic Water
- 50ml Mumm Cordon Rouge Champagne

About Malfy, Gin from Italy

Nowhere encapsulates the spirit of Italy quite like the Amalfi Coast. In this stylish, sun-soaked enclave, life moves at a different pace. Inspired by this Amalfi lifestyle, Malfy Gin embodies its essence and invites you to live 'La Dolce Vita' as a true Italian. Distilled at the Torino Distillati distillery in Northern Italy and using some of the finest botanicals including handpicked juniper, Italian lemons, pink grapefruits, oranges and blended with Italian water, Malfy is a truly unique gin. Created from Italy's 'garden' and the abundance of magical ingredients it has to offer, Malfy is here to bring to life 'La Dolce Vita' and Italy's passion of sharing love, laughter and lasting moments.

About Missoni

Missoni, renowned for its excellence in Italian fashion, was founded in 1953 by Ottavio and Rosita Missoni. A promoter of a vibrant and optimistic aesthetic, Missoni encompasses a wide range of products and projects, including ready-to-wear collections for women and men, sportswear, beachwear, textile accessories, and home furnishings. Art and craftsmanship are inseparably linked in the world of Missoni, where creativity and design are coupled with an undisputed commitment to research and artisanal experimentation, reaching its peak in the development and application of the most sophisticated techniques in the field of knitwear. The brand currently operates prestigious licenses with excellent partners in the fashion and design industry and has undertaken several real estate projects globally. In 2018, the brand entered into a partnership with the Italian Strategic Fund to enhance the visibility of its brand and the significant potential of the company.

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