

PRESS RELEASE

July 3, 2024

# **Malfy Gin X Missoni**

Malfy Gin and Missoni, present an exclusive limited-edition bottle designed for aperitivo occasions. The collaboration will transport you to a world where the sun never sets.



Malfy Gin and Missoni, renowned for epitomising Italian lifestyle, have brought together the creative expertise from their Italian distillery and fashion atelier to launch an exclusive limited-edition bottle of Malfy Gin Rosa, draped in Missoni's iconic zigzag print, with silver touches.

The collaboration merges Malfy Gin's expertise in crafting premium spirits with Missoni's distinctive design aesthetic, as well as their shared Italian heritage, resulting in a product that celebrates the true essence of Italian culture and lifestyle; as well as both brands' sense of joy, style, vibrancy in their creations, and playful approach to design.

Inspired by the golden hour feeling, the exclusive limited-edition bottle of Malfy Gin Rosa arrives in a collectable gift box. The gin itself remains the classic Malfy Gin Rosa with pink grapefruit. The ultimate bright and stylish choice, Malfy Gin Rosa is perfect for a spritz, or a Gin & Tonic, especially when enjoyed at sunset for a memorable aperitivo experience.

Alberto Caliri, Missoni Home Creative Director "We are pleased to unveil our unique collaboration with Malfy. This creation seamlessly blends our signature artistry and vibrant aesthetics with the refined

sophistication of super premium gin. Crafted with elegance and infused with passion, it celebrates the timeless essence of Missoni".

Murielle Dessenis, VP Marketing Gins, "We are beyond thrilled and honoured to be collaborating with luxury maison Missoni. This collaboration transcends the ordinary. It's not just about fashion or spirits, it's about bringing together two likeminded brands that celebrate the very best of what Italy has to offer. We truly share the same DNA and know this is the perfect collaboration for our audience, who have a passion for fashion and are looking to impress in effortless style".

Inspired by the golden hour feeling, Malfy Gin Rosa offers a journey to the Amalfi Coast with every sip, bringing a taste of Italian elegance; it's distilled in Italy with some of the finest botanicals including handpicked juniper, Italian lemons and some fresh Sicilian pink grapefruit.

The Malfy x Missoni exclusive limited-edition bottle will be available in Italy, UK, Greece and global travel retail (GTR) in a collectable gift box.

Available to purchase from mid-July with a RRP €55/£55.

#### **Notes to Editors**

## **Malfy x Missoni Sunset Spritz**

This stylish and elegant cocktail will transport you to the sunny Italian coast with every sip.

Ingredients:

- 40ml Malfy Gin Rosa
- 25ml White Peach Syrup
- 15ml Lemon Juice
- 50ml Fever Tree Soda Water
- 50ml Mumm Champagne
- 3 dashes Angostura Bitters
- Peach or Nectarine & Silver Bay Leaf

**Method:**

Build ingredients in glass over cubed ice and gently stir to combine. Garnish with a peach or nectarine twist and a bay leaf sprayed with silver edible glitter.

**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.

Website: [www.malfygin.com](http://www.malfygin.com)

Instagram: @malfygin

**About Missoni**

Missoni, renowned for its excellence in Italian fashion, was founded in 1953 by Ottavio and Rosita Missoni. In 2018, a partnership was formed with FSI in an effort to further enhance the reputation and notoriety of the brand, as well as the company's potential for significant growth.

Website: [www.missoni.it](http://www.missoni.it)

Instagram: @missoni

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