



24Bottles continues record-setting run

The Italian brand takes stock of 2019 as a top player

Paris, January 2020 - 24Bottles, the Italian sustainable design brand, returns to Maison&Objet with several collaborations and new releases that confirm the rise of the brand as the absolute protagonist of the fashion hydration industry.

Purely Italian, original, proprietary and sustainable design: these are the main qualities which let 24Bottles conquer an ever-growing target since its establishment in 2013.

The versatility of the product, the wide range of models and patterns, the research work to stay on top of the trends, enable 24Bottles to land significant collaborations in the fashion, lifestyle and design worlds.

Vivienne Westwood, Emilio Pucci, Woolrich, Diesel - with a second design to be released in 2020 - and the iconic Joyride Bottle created for Nike, are only a few of the many examples.

2019 marked a year of absolute growth for 24Bottles. New product integrations such as the Infuser Lid and the new Travel Tumbler to meet the ever-changing needs of contemporary lifestyles, new co-branding and valuable sponsorships are only some of the critical points.

"24Bottles consolidates its position in the fashion hydration industry thanks to the important contribution of design and glamour generated by the study and continuous research of trends. We always aim to create a product that is always stylish and the icon of the season", declared Giovanni Randazzo and Matteo Melotti, 24Bottles' founders.

At the end of 2019, in the travel retail market, 24Bottles marked consistent worldwide development. The new decade will amplify the growth with the launch of the Travel Tumbler. The novelty is a reusable, stainless steel travel glass that allows sipping hot and cold drinks on the go thanks to its leakproof lid.

The high-level distribution of 24Bottles marked significant milestones in the world's most famous department stores, from Paris to Milan, from London to Abu Dhabi and from Shanghai to Amsterdam. The brand is now present in Lafayette, Printemps, De Bijenkorf, Merci, La Rinascente, Luisa Via Roma, Steffi, Manor and Selfridges. Many of them were also the scene of multiple in-store events throughout the year.

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The exclusive Infuser Lid

The **brew-in-bottle Infuser Lid** allows you to transform your 24Bottles into your new favourite tea infuser! A beautifully-designed accessory to your Clima Bottle that allows you to make delicious, flavorful **infusions to go**.

With its extra-fine holes, the food-grade stainless steel infuser allows you the convenience to bring your favourite tea anywhere.

You'll be able to enjoy a wide variety of tea, including fine loose-leaf teas such as Rooibos, to large leaf teas like Oolong.

The infuser is large enough to allow tea leaves to expand fully, thus bringing out the maximum flavour. The filter keeps leaves, spices and fruit pieces in place, to let you **savour all the taste with extreme comfort**.

To make your desired strength of tea, simply take the infuser out from the bottle at the optimal time.

Remove the infuser easily and safely with its **heat-resistant grip** and just discard the tea leaves.

24Bottles Travel Tumbler: the stylish accessory for coffee lovers

With Travel Tumbler, we created the ultimate accessory for coffee lovers and a stylish commuter-proof ally during the rush hour.

24Bottles Travel Tumbler was born for those who catch the 7 am train, wait at traffic lights, and flow through the city. With Travel Tumbler they can enjoy good design and good coffee.

Grab it on your way out and enjoy your coffee all day. You can sip your hot coffee on the go during a cold, winter day, or refresh yourself with an iced coffee through a warm, summer day.

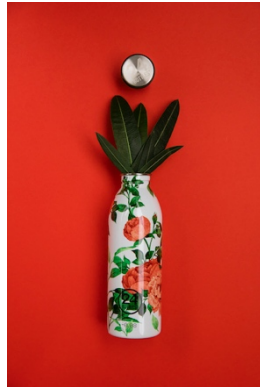
By choosing this unique design accessory, you won't have to renounce to your cosmopolitan look and you will help reduce the use of disposable cups.



Cruise Collection is your getaway to a fantasy adventure. Its exotic colours and shapes outline nature's complexity and create a joyous collage. Keep that magical holiday feeling alive through these luxurious patterns: an ongoing invitation to daydream.



The **Floral Collection** will take you to a sensational promenade through enchanted forests, wild bushes and finely blossomed meadows. Vibrant fantasies of blooms and foliage create a naturally fantastic atmosphere for a soothing digital detox to re-connect with nature.



Unexpected motifs in vibrant colours are the highlights of **Pop Collection**, which portrays a fancy, youthful rejuvenation of urban spaces, along with its frenetic activity, technological connectivity and dual interpretations.

