24Bottles Spring/Summer 2023

Bologna, January 2023 – **24Bottles**, the sustainable design brand born in 2013 inspired by Giovanni Randazzo and Matteo Melotti, presents the Spring/Summer 2023 **Collection concept**, based on purity and simplicity, the key features that forged the iconic shape of the Italian water bottle, currently the most recognized in the world.

"That must have been the Sun!" wrote Emily Dickinson in her poem titled "I'll tell you how the sun rose". The picture painted by the words of the American poet comes to life in the patterns of 24Bottles' new **Spring/Summer 2023 Collection**, which retraces lively spring times and the joyful light of warm summer days.

While travelling through the different scenarios imagined by 24Bottles' Design Team, the **sunlight** is a constant element. One can feel its force even when it isn't visible. Within this duality, **the idea of a twofold nature** evolves, where the original panorama and its juxtaposition create two distinct visions; they're the same but simply nonidentical.

The **diverse techniques** that inspired the Collection extend between line art, abstractism, watercolour and oil painting, while the research on surfaces added material textures with **intriguing 3D processes**.

The **White Calypso** and **Blue Calypso** patterns capture the mediterranean summer lights and winds, seen as a reflection on a person's face.

Blue Oasis and **Amber Oasis** patterns tell of the sound-and-light show during dawn and sunrise.

Scarlet Lily and **Navy Lily** patterns portray the last stages of the daylight through a flower garden: a flaming sunset and a quiet dusk hour.

Floris and **Arizona** patterns reproduce the direct effect of sunlight on climate: a scented flowerbed or a scorching desert.

About 24Bottles®

24Bottles® is the Italian design brand established in 2013 to reduce the impact of disposable plastic bottles on the Planet and our lives and now celebrates its 10th anniversary.

The idea was born from the search for the most comfortable and functional solution to satisfy the need to hydrate in a healthy, elegant and ecological way.

Choosing 24Bottles means taking care of yourself, your well-being and the Planet's health.

24Bottles offers a variety of bottles and stainless steel solutions with an original design, unique and elegant shape, reusable and very light, perfect for any occasion.

The 24Bottles range also includes the Lunch Box Collection to meet the needs of those who want a lunch break with an unmistakable style.

The company is certified B Corp® and completely offsets its carbon footprint. The bottles are CarbonNeutral® certified through diverse conservation and reforestation projects and supporting rural communities in different areas of the world.

24Bottles is available in 65 countries around the world: mainly in Europe, but also the Middle East and the Far East, including China and Japan, as well as the USA, Canada and Australia.