



## Chivas and Pininfarina announce second year of partnership

Turin, November 5 2014 – **Chivas Regal 18**, one of the world's leading ultra-premium Scotch whiskies, announces that it is reuniting with **Pininfarina** to create the **limited edition Chivas 18 by Pininfarina Chapter 2**. Following a hugely successful year in 2013, Chivas 18 and Pininfarina, two iconic brands of style, are continuing their partnership to deliver luxurious experiences to their customers through innovative design.

Both Chivas Regal and Pininfarina are renowned for their rich heritage in crafting rewarding and stimulating experiences in luxury. Pininfarina has been a crusader in Italian design and engineering since 1930, and Chivas Regal is the original luxury whisky blend, established in 1909.

Unique in the world of whisky, the Chivas 18 by Pininfarina Ice Drop is an elegantly contoured shape that embodies the Pininfarina design philosophy, marrying form and function. The Ice Drop celebrates the meeting of air and liquid to create our partnership symbol The Drop – an exquisite experience to be enjoyed in the world's most iconic bars, and at home.



### **The Chivas 18 by Pininfarina Chapter 2 Ice Press**

The limited edition Ice Press has been developed to enhance the whisky serving ritual in premium bars around the world. This exclusive tool creates a seamless Ice Drop and will first be gifted to a selection of the world's most prestigious bars.

### **The Chivas 18 by Pininfarina Chapter 2 Ice Drop Mould**

A piece of precision engineering crafted from high grade silicon, the Ice Drop Mould delivers two flawless Ice Drops with ease. The unique limited edition pack, 1,500 pieces, contains brushed aluminum tongs and a pair of Pininfarina designed 'Drop' glasses, enabling whisky connoisseurs to replicate and enjoy the Ice Drop ritual in the luxury of their own home. The Ice Drop Mould will be available to purchase for US\$399.



*"Chivas 18 has a deep understanding of design and a proven history of working with iconic visionaries. Pininfarina is a brand that is revered globally for its expertise in the world of design, however this year we have moved the partnership even further. In creating the Chivas 18 by Pininfarina Chapter 2, we were careful to create a limited edition that is as usable as it is enjoyable. Chapter 2 epitomises Chivas Regal's enduring commitment to excellence while marrying Pininfarina's combination of innovative and seductive design; a celebration of form and function"* explains Global Brand Director, **Richard Black**.

Commenting on the launch of Chivas 18 by Pininfarina Chapter 2, **Paolo Pininfarina**, Chairman of the Group said: *"We are delighted to continue our partnership with Chivas 18. Both brands are united in our vision to create unique and unparalleled experiences. Over the past two years Chivas 18 has provided the team with fantastic support and we are very much looking forward to continuing this incredible journey and sharing what we believe is the perfect embodiment of our design philosophy combined with the unique heritage and ethos of Chivas 18."*

You can also follow Pininfarina on Facebook and Youtube:

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[www.youtube.com/pininfarinaofficial](http://www.youtube.com/pininfarinaofficial)

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