

## Press Release

January — 2014

If functionality, practicality, reliability and durability asserts the quality of a brand, the Italesse product launch of 2014 sums up these qualities perfectly.

Italesse products are primarily characterized by professional features but they go beyond. They carry an original aesthetic and are strikingly creative, with a stylish touch of color making their products far from ordinary, high performance and multi-functional by vocation.





Italesse's 2014 novelties are no exception. The new **Bora** line of stem glasses, the **Lollipop Stopper** as well as a new color launched in the best-selling **Beach line**, now available in a highly contemporary white variety.



Versatile and high-performance the **Bora** line possesses a delicate rim to optimize the wine-tasting experience. Manufactured using state of the art Pull-Stem technology for greater resistance against breakage under torsion, this collection is defined by an essential and refined design that Italesse trusts will conquer the market. The winning formula? Form + function + quality at the right price. A carefully conceived collection with a minimal design, ideal for professionals as well as the home, 24/7.

In a totally different product category but ever in the Italesse style, colorful and fun, the design firm presents the **Lollipop Stopper**. Manufactured in flexible silicone this new wine stopper takes the form of a ring, which allows it to be playfully hung around the neck of the bottle while at rest turning an aesthetic feature in a practical, functional detail.

Italesse revisits its **Beach Line** with a new neutral color – total white – thus enriching the 2014 proposal in Polycrystal®, Italesse's patented polycarbonate. The selection of colors is now even broader to alternate and mix for aperitifs al fresco and outdoor tables, and why not, even an innovative indoor table setting!

To conclude, a focus on the last product preview last autumn, now officially available on the market; the new **Bolle Tumbler** made of colored glass paste, the **Bolle Pitcher** and the brand new **Bolle Cake Stand**, all of which have been designed by *Luca Trazzi*. New additions also to the **Tiburón** range with the new and highly technical **Tiburón Magnum** and the very colorful **Tiburón Tumbler**.

---

## Press contact

*Samantha Punis*

s.punis@atemporarystudio.com – T +39 339 5323693

---

# Images

January — 2014



Tiburon Magum 1



Tiburon Magum 2



Tiburon Flute



Tiburon Bar



Tiburon Tumbler Black transparent



Tiburon Tumbler White



Tiburon Tumbler Blue



Tiburon Tumbler Orange



Tiburon Tumbler Red



Tiburon Tumbler Violet



Bora Medium



Bora Large



Bora Flute



Lollipop White



Lollipop Black



Lollipop Red



Bolle Tumbler Clear



Bolle Tumbler White



Bolle Tumbler Black Transparent



Bolle Tumbler Red



Bolle Tumbler Blue



Bolle Tumbler Orange



Bolle Cake Stand & Dome



Bolle Pitcher



Privè Gran Cru Beach White



Privè Beach White



Vertical Party Beach White