



## PRESS RELEASE

### **Campari launches its 2006 Calendar Twelve passionate months all to be enjoyed**

*Testimonial par excellence Martina Colombari  
photographed by Giovanni Gastel*

**Milan, 8 November 2005** – Following the huge success of the 2005 Calendar, Campari chose for the second consecutive year **Giovanni Gastel**, the Italian photographer of international renown, to capture with his camera lens three exceptional subjects and the fullness of their expressiveness: the beautiful **Martina Colombari**, the **vintage Moschino clothes** and, of course, **the Campari bottle**.

In occasion of the sixth edition of the Campari Calendar, rigorously produced as a **limited edition** (9,999 copies) and **distributed worldwide**, the bottle of the world's most famous aperitif claims for the first time in the history of the Campari Calendars a lead role, accompanied by Martina Colombari, for the realisation of twelve splendid images with a result that is once again unique and original. A union of icons representative of Italian style, internationally recognised in the fashion world and beyond.

**Jean Jacques Dubau, Deputy Group Marketing Director of the Campari Group** affirmed: *"Thanks to the unmistakable artistic capacities of Gastel we are proud to present the 2006 Campari Calendar which successfully and originally evokes the Red Passion concept, synonymous with desire, excitement, sensuality, elegance and transgression. The strong sensations of the brand itself are interpreted by the Campari bottle and Martina in an elegant yet ironic harmony which fully reflects the personality of Campari".*

The shots are based on the sensual game, elegant and often ironic of the interpretation of twelve **vintage Moschino outfits**, a transversal choice in time of a symbol of elegance that ties itself to Campari for the intrinsic passion and emotion of the two brands. The bottle assumes the same dimensions as Martina and becomes, in the creator's game, a model in an intriguing interaction with Gastel's lens.

The designer fashion label accepted with enthusiasm the invitation from Campari to dress with its unmistakable touch both Martina Colombari and the Campari bottle: united with an expression that finds in the Italianess, in the red passion, in the elegance of fun and in the fun of elegance, the strength of its symbols. So strong as to resist the trends which have alternated over the years, as the photographed outfits were created in a journey that took two decades. Although they have never dated.

The wish of Moschino is to bestow upon the 2006 Campari Calendar the same magic that is a part of its style. To be always fashionable, contemporary and to go through time with a smile. Because good taste is not only to drink, but also to wear, to breathe, to watch. Simply, to live.

Thus Campari succeeds, once again, to underline its personality through the use of the **colour red**, element of distinction and *fil rouge* of all the artistic productions which express themselves in a refined, modern and never banal aesthetic language, an inevitable tie to the **Red Passion** which marks the communication and advertising of the Campari brand.

*Giovanni Gastel has for more than twenty years collaborated with major fashion magazines and is one of the main players in advertising communications. He spends his time between Milan and Paris. Three volumes of his work have been published so far: "Gastel per donna", "I gioielli della fantasia" and the Gastel Catalogue in occasion of his presence at the Triennale of Milano in 1997.*

**The Campari Group** is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. The Group's portfolio includes a combination of strong international brands, such as Campari, SKYY Vodka, Cynar and Cinzano and leading local brands, such as CampariSoda, Campari Mixx, Crodino, Aperol, Aperol Soda, Sella & Mosca, Zedda Piras, Biancosarti, Lemonsoda, Oransoda and Pelmosoda in Italy, Ouzo 12 in Greece and in Germany, Dreher, Old Eight, Drury's and Liebfraumilch in Brazil, Gregson's in Uruguay, Riccadonna in Australia and New Zealand and Mondoro in Russia. The Group has over 1,500 employees and shares of the parent company Davide Campari-Milano S.p.A are listed on the Italian stock exchange.

**FOR FURTHER INFORMATION:**

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