



× **Veuve Clicquot**

KEEP FRESH WITH A SURPRISING COLLABORATION

Sunshine teams up with rain in Veuve Clicquot x K-WAY®, one of the season's most unexpected fashion collaborations. One is the champagne House known for its sunburst-yellow color, the other, the fashion label of colorful, waterproof outerwear.

Together, Veuve Clicquot and K-WAY® have reimagined the Clicquot Ice Jacket. 15 years ago, the House first innovated the stylish, high-tech isothermal jacket to enjoy champagne whenever and wherever you go. Today, Veuve Clicquot surprises once again with a coverable creation, revealed for K-WAY® show during the Milan Fashion Week.

This exclusive limited edition Veuve Clicquot x K-WAY® Ice Jacket is a miniature K-WAY® jacket featuring all original K-WAY® design elements, from hood to zipper, tailor-made to dress a bottle of Veuve Clicquot's iconic Yellow Label champagne.





KEEP IT FRESH!

Beyond sleek aesthetics, this collaboration is functional outerwear for the Yellow Label bottle, keeping it chilled for up to 90 minutes on-the-go. Its special triple-layer design combines internal neoprene with the classic nylon outer using waterproof, windproof and resistant K-WAY® materials in the unmistakable Clicquot Yellow.

Come rain or come shine, you can brave the elements to share your bottle of Yellow Label with friends – anywhere, anytime.

And why should the Yellow Label bottle have all the fun? In a signature Veuve Clicquot move, the Ice Jacket gets a fashionable second life. With a simple fold, it transforms into an actual-size waist bag for you to wear.

This premium, long-lasting item makes a style statement. And it keeps you as effortlessly fresh as your champagne is cool.



KEEP IT COOL!



The waistbag is also a wink at K-WAY®'s origins; the label has long been known for its nylon windbreakers that fold into a waistbag. So strap it around your waist, sling it over your shoulder – this bold trend is yours to enjoy.

The Veuve Clicquot x K-WAY® Limited Edition Ice Jacket releases on June 2021.

Find your store on veuveclicquot.com.

A FRESH COLLABORATION MADE IN FRANCE

Veuve Clicquot and K-WAY® might seem to be a surprising team-up. But their collaboration taps into all of the positivity, lightness, fun and fashion for which these two French lifestyle icons are known.

Veuve Clicquot and K-WAY® share a natural connection based on their bold optimism, contemporary creations, chic sense of style and love of color. At Veuve Clicquot, color is a source of boundless creativity, inspiration and audacity. Nothing expresses the House's outlook better than its iconic sunburst hue, Clicquot Yellow.

This is echoed in K-WAY®'s own design signature: the brand's yellow, orange and blue tape expresses their contemporary, technological, functional and colorful values.



ABOUT VEUVE CLICQUOT

Founded in 1772 in Reims, France, Veuve Clicquot sparkles optimism, embodied by the House's signature sunburst-yellow color. Madame Clicquot, the audaciously innovative woman known as La Grande Dame of Champagne, took the reins of the House in 1805, and became one of the first businesswomen of modern times. She cultivated a culture of excellence, and adopted "only one quality, the finest" as her motto. Her passion, vision, and innate sense of French art de vivre live on today in the House that bears her name. Veuve Clicquot spreads delight through its remarkable champagne range, including the iconic Yellow Label and La Grande Dame.

www.veuvecliquot.com

ABOUT K-WAY®

K-Way® was born in Paris in 1965, on a rainy day. Clothes retailer Léon-Claude Duhamel observed people rushed by in soaking wet clothes, with uncomfortable umbrellas. He had an idea: creating the first windproof and waterproof packable jacket in history. Classic, modern, hi-tech, functional, and colored, with its iconic 3-colors zipper, K-Way® is a registered trademark in the Italian and French dictionaries. K-Way® is a brand of BasicNet SpA, the Company also owner of Kappa®, Robe di Kappa®, Jesus® Jeans, Superga®, Sabelt®, Briko® and Sebago®. BasicNet operates worldwide through an international network of entrepreneurs, licensees of the brands, which produce or distribute the products. BasicNet

offers to its network services of research, development, industrialization of the products, and global marketing. All the company processes occur only through the Web, making BasicNet a "fully web integrated company". BasicNet, with headquarters in Turin, Italy, is listed on the Italian Stock Exchange since 1999.



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