



PRESS RELEASE

VERALLIA ITALY CONTRIBUTES TO VERA WANG'S "PARTY" BOTTLE

Italy, November 2nd, 2021 - Fashion Designer Vera Wang, known for her incredible wedding dresses, has decided to extend her influence to the world of wine and has launched Vera Wang's "Party" bottle, an invitation to enjoy romantic and cheerful parties with friends, complemented by a glass of Prosecco.

The globally renowned Designer and Style Icon teamed up with exceptional partners to launch this project, including Verallia, the world's third-largest producer of glass food packaging, and Araldica Vini, one of the most exciting wine producers in Piedmont and a major exporter to the USA and the UK.

The bottle that most impressed Vera Wang was the Celeste in extra-flint from Verallia's premium Selective Line, with its smooth and glamorous shape. The bottle was painted in matt metallic silver and screen-printed by Verallia's decoration centre Saga Decor, which handled the very complex decoration with great skill and experience.

The word Party is printed in neon yellow on the front of the bottle and there is a beautiful, evocative phrase about prosecco on the back, evoking the emotions of the festive moments when the product is enjoyed. The attention to detail can be seen in the silver capsule that matches the bottle and in the designer's initials on the silver ring of the closure.

Vera Wang explains her latest brand manifesto: *"I am a designer, but I am also an entrepreneur and brand builder. I've dedicated my entire life to designing how people celebrate, and now I have decided to turn my attention to what they drink. Prosecco was an immediate decision because it is the best and most natural choice for me. When I think of romance, fun, laughter, joy, friendship, I think of prosecco, it is the wine that personifies emotion and sheer happiness. It's a fashionable product! I would like to thank all the people who contributed to making this dream come true, it's the result of a great deal of preparatory work".*

"We are very proud to be able to work alongside Vera Wang in this new and exciting international project," says Alessandro Bocchio, Sales and Marketing Director, Verallia Italy. *Continuous investment in innovation and customization make our products the best solution for communicating the values of the major food and beverage brands, which is why we are*



not surprised that celebrities from the jet set, who influence millions of people around the world with their choices, choose us to make their entrepreneurial dreams come true".

Watch the video: <https://youtu.be/agR1ljwr2jg>

About Verallia - At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work in common cause with our customers, suppliers and other partners across the value chain to develop new healthy and sustainable solutions for all.

With around 10,000 people and 32 glass production facilities in 11 countries, we are the leading European and the third largest producer globally of glass containers for food and beverages, providing innovative, customized and environmentally friendly solutions to more than 10,000 businesses around the world.

In 2020, Verallia produced more than 16 billion bottles and jars and achieved revenues of €2.5 billion. Verallia is listed on compartment A of the Euronext Paris stock exchange (Ticker: VRLA – ISIN: FR0013447729) and belongs to the SBF 120, CAC Mid 60, CAC Mid & Small et CAC All-Tradable indexes.

For more information, visit www.verallia.com.

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