



**FOR IMMEDIATE RELEASE**

**SKYY® VODKA DEBUTS LIMITED EDITION  
AMERICAN BEAUTY BOTTLE DESIGNED BY L\*SPACE SWIM**

*Fashionable American Beauty Bikini Bottles Celebrate US Pride with Style*

**SAN FRANCISCO (May 23, 2013)** – This summer, San Francisco-based [SKYY® Vodka](#), the number-one premium vodka made in America, will launch an exclusive and stylish **SKYY Vodka American Beauty Bottle** designed by popular US contemporary swimwear line L\*SPACE Swim. Available for a limited time during the summer months and perfect for celebrating the Fourth of July, the iconic cobalt SKYY Vodka bottle will be dressed in a chic L\*Space Swim designed bikini in a fun Star Spangled Print.

The SKYY Vodka American Beauty Bottle is ideal for summer cocktail occasions and will elevate poolside hostess gifts and Independence Day barbecues nationwide. Making the perfect sun-loving pair, L\*Space Swim will also introduce a custom bikini inspired by the bottle design - the **L\*Space Swim for SKYY Vodka Bikini**. Both the bottle and bikini will feature an iconic, eye-catching stars and stripes design which celebrates premium, American-made products in a fun, sexy way.

“As American brands, the SKYY Vodka and L\*Space Swim collaboration celebrates US pride and is a unique way to add a fashionable twist to our iconic cobalt blue SKYY bottle,” said Umberto Luchini, Head of Marketing, SKYY Vodka. “This limited-edition bottle is an excellent demonstration of the American-made craftsmanship and modern style that SKYY Vodka has been committed to since we were founded in San Francisco 21 years ago.”

“Our partnership with SKYY Vodka rings true on so many levels; we are both focused on style, sophistication, and celebrating in true American form,” explains L\*SPACE Swim Creative Director and Designer Monica Wise. “I’m honored that I was asked to design a custom L\*SPACE Swim bikini graphic on SKYY’s Vodka’s beautiful bottle, that ultimately led to a real-life bikini we will be selling to our fans.”

The essentials for poolside and beach festivities include a refreshing and sophisticated vodka cocktail and a stylish bikini – the SKYY Vodka and L\*Space Swim partnership brings together two fun, fashionable and, most importantly, sexy, products for the ultimate summer recipe.

The L\*Space Swim for SKYY Vodka Bikini will be available for a limited time at [www.mollybrownsswimwear.com](http://www.mollybrownsswimwear.com) for a suggested retail price of \$143.00.

The SKYY Vodka American Beauty Limited Edition Bottle can be found at your local liquor store for a suggested retail price of 750 ml (\$18.49). For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [#SKYYVodka #AmericanBeauty](https://twitter.com/SKYYVodka).

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### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland's® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **About L\*Space Swim:**

L\*SPACE Swim by Monica Wise delivers stylish silhouettes, bold statement prints, an eclectic color palate, and a summer-getaway worthy collection of swimwear for the modern beach sophisticate. Made in California, the line also includes an array of beach-to-street cover ups and resort wear for the gal on the go.

### **PRESS**

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