

Carlo Rossi.

Press release

Stylish and sensual Carlo Rossi for Women's Day!!!

Poles' favorite wine brand¹, Carlo Rossi, has prepared an exceptional gift for women: Carlo Rossi red wine in a specially-designed and elegant feminine creation – a dark-red silk dress perfectly fitting the delicate and harmonious taste of Carlo Rossi wine.

This limited edition of Carlo Rossi red wine in an exclusive feminine creation has been prepared specially for Women's Day, celebrating its centennial this 8th of March. The creation of this elegant dark-red dress was inspired by a blissful dancing woman who enjoys life. This dress forms the impression of capturing a "magic moment" of a dance turn performed by a female dancer on the dance floor. At the same time, the color and style of this dress refer directly to the color and sensual taste of Carlo Rossi wine.



"In designing this silk creation for Carlo Rossi, we wanted to express our gratitude to all women on their day of celebration and give them pleasure by creating an attractive gift reflecting their beauty, joy and optimism. We hope that it will give them cause for much joy." – said Andrzej Studziński, Carlo Rossi brand manager.

Women choose Carlo Rossi red wine mostly because of its delicate bouquet and its smooth and harmonious taste, which makes it an ideal wine for every occasion.

One female consumer while celebrating pleasant moments with a glass of Carlo Rossi wine justified her choice in the following way: – *"There are moments when I feel that I deserve a reward or I simply want to give myself a little pleasure."*

And it is precisely for these women that the brand has decided to create an unconventional present.

As part of a special campaign, on March 8, Women's Day, the Carlo Rossi brand would like to give some of these exclusive gifts to selected Polish celebrities.

In addition, Carlo Rossi sets including this dress will be available as awards in exclusive press contests and in a contest held during the event organized by Carlo Rossi in Fabryka Trzciny Art Center on March 19.

¹ Spontaneous brand awareness and purchase frequency declaration; Millward Brown SMG/KRC; Survey with a random national sample of 369 persons aged 18–75 who drink wine at least once every six months – August 2009.

