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## SKYY Vodka Innovates the Spirits Market with a New Velvet-patterned Bottle

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SKYY Vodka is to roll out a new limited edition for the 2012 holiday season with a flocked baroque velvet pattern adorning the trademark blue bottle. This innovative bottle design is claimed to be the first flocked bottle to hit the spirits market in the US.

A new velvet-coated custom bottle design has been created by the New York branding and design agency [Mode Design Group](#).

The bottles hit shelves in October. Proceeds of the bottle sales will benefit the amfAR organization, dedicated to ending the global AIDS epidemic through innovative research.



Photo: new custom velvet-coated bottle design for SKYY Vodka

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