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SKYY ELECTRIFYY Bottle Hits the Beat

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SKYY® Vodka and Mode Design Group first collaborated in 2012. Back then, the pair staked a place as innovators with an industry-first — the velvet-flocked Blue Velvet Limited Edition Bottle.

For 2014, SKYY and Mode are breaking the rules on packaging again with the release of SKYY ELECTRIFYY, a first-of-its kind limited-edition bottle uniquely designed for bottle service, featuring a graphic LED label that moves to the beat of the music. Integrated into the new soft-touch label are dozens of light-emitting diodes (LEDs). A special color-coordinated base houses the batteries, sound sensors and power switch. When turned on, the LEDs create a constant illumination of the SKYY logo. Additional LEDs, arranged in the shape of equalizer bars, are sound-sensitive and actually move to the beat of music. They are not randomly flashing — they are responsive to the beat!



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