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SKYY's First-of-its-Kind "Flocked" Blue Velvet Bottle Will Help Consumers Give Back This Holiday Season.



SKYY® Vodka's iconic blue bottle is donning a new festive look this winter, all in the name of the true holiday spirit. SKYY, the number-one domestic super-premium vodka in the US, and the American Foundation for AIDS Research (amfAR), one of the leading nonprofits dedicated to ending the global AIDS epidemic, are partnering this holiday season to launch the exclusive SKYY Vodka Blue Velvet Limited Edition Bottle.

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The sophisticated, soft-to-touch bottle is flocked with an intricate, blue velvet pattern – a design element never before used in the spirits industry – making it the ideal, unique festive gift for consumers who want to give back this holiday.



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"We incorporated the baroque pattern into the design because over a year ago when we began the process we felt strongly about velvet baroque patterns to connote style and elegance. However, it had never been done before so we had to innovate the technique. Fast forward to launch time for the SKYY holiday bottle, and baroque the biggest trend at all the fashion shows. So while we were planning our bottle, the big fashion houses were thinking the same thing with their clothing lines. Most of the major designers are integrating baroque details into their collections. Adding the velvet texture to the bottle made it sexy, touchable and holiday-appropriate, and fortunately, on-trend." Says MDG Creative Director Gabrielle Rein.



"amFAR is an incredible organization that contributes greatly to the ongoing battle against AIDS," said Jason Daniel, Brand Director, SKYY Vodka. "We are thrilled to partner with them on the Blue Velvet Limited Edition Bottle which not only showcases SKYY Vodka's dedication to quality, innovation and style, but also our commitment to charitable giving. For holiday parties this year, we hope folks reach for the SKYY Blue Velvet Bottle as an easy and fun way to give back to their communities."

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A fashionable twist on the iconic SKYY cobalt blue glass bottle, the Blue Velvet Limited Edition Bottle makes it easy for gift givers to show their true holiday spirit in style. In honor of the partnership, SKYY has also created two festive specialty cocktails:

amfAR Holiday Spirit Martini:
3 oz. chilled SKYY Vodka
Hint of Cinzano Extra Dry Vermouth

Fill shaker with ice, add SKYY Vodka and a drop of Vermouth. Shake vigorously then pour into a chilled martini glass.

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