



VICTORINOX

Ibach-Schwyz, xx 2019

PRESS RELEASE

CLASSIC LIMITED EDITION 2019

«Food of the World» designed and selected by Victorinox Fans

Victorinox launches the eighth Limited Edition of its iconic Classic pocket knife. A colorful celebration of food of the world, the ten available designs were created by fans of the brand all over the globe. Customers and collectors are set to enjoy this winning combination of functionality and vibrant design throughout 2019.



Blueprints for the Classic Limited Edition were submitted by Victorinox fans via an online crowdsourcing contest. A final vote on the brand's website awarded the ten winning designs out of a total of 2'380 submissions. Designers faced the challenge of representing their favorite food on a surface of just 58 mm, the size of the pocket knife. The resulting entries delighted the family-run Swiss company once again in terms of their variety and creativity, testifying the dedication and imagination of their customers around the globe. What's more, the countries that participated were as varied as the blueprints received. Chosen designs range from Sardine Can and Banana Split, to the lighted Burger Bar and the elegant When Life Gives You Lemons.

The limited edition of the ten designs will be tempting the taste buds of collectors from May 2019 until stocks last.

Tools included: small blade, scissors, nail file, screwdriver 2.5 mm, key ring, toothpick, tweezers

Dimensions: length 58 mm, height 9 mm, net weight 21 g

[here.](#)



(please insert your contact details here)

About Victorinox

Victorinox AG is a worldwide operating family business, which today is run in the fourth generation. The headquarter of the company is located in Ibach, canton Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener I set up his cutlery business back in 1884 and, a few years later, designed the legendary «Original Swiss Army Knife». Meanwhile, the company produces not only the world-famous pocket knives, but also high-quality household and professional knives, watches, travel gear and fragrances. In 2005, the company took over Wenger SA in Delémont. The Wenger pocket knives were integrated into the Victorinox range in 2013, so that the Wenger product portfolio today consists of watches and travel gear. Products are available in own stores as well as a widespread network of own subsidiaries and distributors in more than 120 countries. In 2018, the company with its more than 2100 employees generated sales of CHF 480 million.

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