



Media Release

## **Davidoff Cigars celebrates 50 years of making the finest cigars**

Basel, June 2018. This year, Davidoff Cigars celebrates 50 years of heritage, pioneering and innovative cigar making in the spirit of the man who gave the company its name – Zino Davidoff.

In 1968, Davidoff Cigars' journey from the origins of its famed flagship store in Geneva to a global brand with millions of followers had begun. It was Zino Davidoff's restless pursuit of new tobaccos and blends that has proven to be the inspiration for everything achieved in the past five decades. His quest for the finest cigar experiences took him to unfamiliar territories and unexpected origins. Zino established a facility of excellence in the Dominican Republic, where the visionary Davidoff Master Blenders blended and continue to blend treasures from the surrounding fields and from across the sea.

To mark Davidoff's 50<sup>th</sup> anniversary, the Swiss cigar maker will bring back its popular Diademas Finas, a cigar that was first launched in 2006, to commemorate what would have been Zino's 100<sup>th</sup> birthday. The Limited Edition cigar will be available in four different 10-count porcelain jars. Each jar is numbered and contains a humidification device. The jars feature four distinct art designs, created by French artist Mariane Léger. Art designs, which are also represented on Davidoff's 50<sup>th</sup> anniversary "Caves du Monde" humidors and exclusive lighters. A Limited Edition ashtray, pipes and pipe tobacco (available outside of the US) complement the special 50 Years product offering, created for this unique occasion.

Furthermore, Davidoff will be filling 50 days beautifully this summer with special cigar-centred activities. The brand will host a series of events to celebrate 50 years of innovative cigar-making. The inauguration will take place in Las Vegas on July 15<sup>th</sup> and will be followed by a three-day event in Hong Kong. Several retail events at Davidoff Flagship Stores and select appointed merchants all over the world will follow. After 50 days, the festivities will culminate with an event in Switzerland, the country where Zino Davidoff opened his first store, and where it all began. Cigar lovers will be able to follow the festivities on social media via the hashtags #davidoff50 and #50finestmoments, where they will also discover Davidoff's 50 finest moments, including some of the brand's most important milestones.

### **Davidoff Diademas Finas Limited Edition**

Davidoff Master Blenders have rolled everything that makes Davidoff cigars special into this elegant Diademas Finas format. "If Davidoff had a signature, it would be written with this exceptional Diademas Finas cigar," says Edward Simon, Head of Global Marketing and Innovation at Oettinger Davidoff AG. "It's a celebration of our Master Blenders' craftsmanship, built with ten-year-old filler tobaccos from one of our best crops in 2005. The blend has an unparalleled sense of balance and the signature Davidoff sophistication."

The Diademas Finas is dressed with an Ecuadorean Habano wrapper, Dominican Olor Seco binder and an all-Dominican blend of filler tobaccos. The cigar delights with rich aromas of wood, earth, cream, cacao and pepper, as well as some floral notes.

Presented in high-end porcelain jars, featuring the four different art designs created by Mariane Léger, the cigars will be available at select appointed merchants and Davidoff Flagship Stores from July 2018. The quantity is limited to 8000 jars worldwide.



### **Collaboration with Mariane Léger**

Davidoff has turned to the skills of Mariane Léger to create four art designs that reflect the brand's drive for discovery and its desire to deliver a wider world of extraordinary cigar experiences. The French artist blends modern technology with the traditional craft of marquetry and is a pioneer in her craft.

She explored the four corners of the world to learn about the traditions and techniques being applied by the craftsmen from other cultures. Her journey was a source of inspiration - full of wonders, cultural treasures and rare finds. The result is a series of four patterns representing The Americas, The Middle East, Europe and Asia.

### **Davidoff 50th anniversary accessories & pipe tobacco**

Davidoff has also collaborated with Mariane Léger on a collection of four 50<sup>th</sup> anniversary "Caves du Monde" humidors, leveraging her skills to inlay hand-woven fabrics into exceptional woods: skills that mirror the ones Davidoff applies to the creation of its cigars.

Limited Edition Prestige cigar lighters, created specifically for the 50<sup>th</sup> anniversary, also carry the four art designs. Made in France, these exclusive and numbered pieces bear a brushed finish, with edges in a contrasting mirror effect.

To complete the accessories collection, Davidoff will release a Limited Edition ashtray and a pipe (outside of the US). Made in Italy, the ashtrays are crafted out of aluminium with a brushed bronze finish. Each piece is encircled with beige structured leather, embossed with the 50 Years logo. The pipes, limited to 50 pieces worldwide, are made of briar wood from Calabria and feature an embossed 50 Years sterling silver ring.

The pipes will be launched along with a special pipe tobacco Limited Edition, created to round off the 50th anniversary product offering: an exquisite blend flavoured with Kir Royal in a numbered tin featuring the 50 Years logo.

### **Launch and availability**

From July 2018, the Diademas Finas Limited Edition, the full accessories collection and the pipe tobacco Limited Edition will be available at select appointed merchants and Flagship Stores worldwide. The Davidoff 50 Years pipes and pipe tobacco will not be available in the US.

### **Find out more**

To find out more about the products featured in this release and the activities planned to celebrate Davidoff's 50 years of making the finest cigars, please go to [Davidoff.com](http://Davidoff.com) and follow Davidoff on Instagram (@davidoffcigars).

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