

FOOD AND BEVERAGE

Trussardi takes its designs to inanimate objects

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Trussardi is working on a special collaboration for the holidays. Image credit: Trussardi

By STAFF REPORTS

Italian fashion label Trussardi is designing and dressing for a different kind of client in a holiday special.

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The fashion label is working with Italian liqueur Disaronno for a special holiday bottle, named "Disaronno wears Trussardi." A limited-edition bottle of the beverage features Trussardi's iconic texture and greyhound logo with bright colors.

"The Trussardi story is very much about innovation, discovery, the concept of fusion," said Tomaso Trussardi, CEO of Trussardi, in a statement. "In addition to strengthening the bond between two companies that epitomize the Italian spirit worldwide, designing the iconic Disaronno bottle underscores once again that Trussardi continues to be a 360-degree lifestyle brand."

Collaborating for the holidays

Disaronno's special bottle is fitted with flashy hues of fuchsia, green and blue for a trendy holiday gift.

The collaboration will see six mini bottles available in each different color, made specifically as a "stocking stuffer."

"For years the Disaronno Limited Edition bottle has marked an annual highlight, referencing and increasing our brand's visibility," said Augusto Reina, CEO of Illva Saronno Holding, in a statement. "Disaronno is appreciated across the globe as an emblem of Italian style, and this year we are proud to make a particularly classy, elegant statement with a graphic design that fully reflects our perfectly modern essence."



Trussardi's Disaronno bottles. Image credit: Disaronno

The limited-edition bottles are a reflection of the luxury community at large, whose members often look to collaborating for holiday gifting. Luxury special-edition items often make for special presents that turn into lifelong memories, a factor that luxury heavily relies on.

News of the collaboration follows Trussardi's creative director Gaia Trussardi stepping down as creative director of her family's house.

Ms. Trussardi had been overseeing Trussardi's designs since 2013. The brand has not named a successor for Ms. Trussardi ([see story](#)).

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