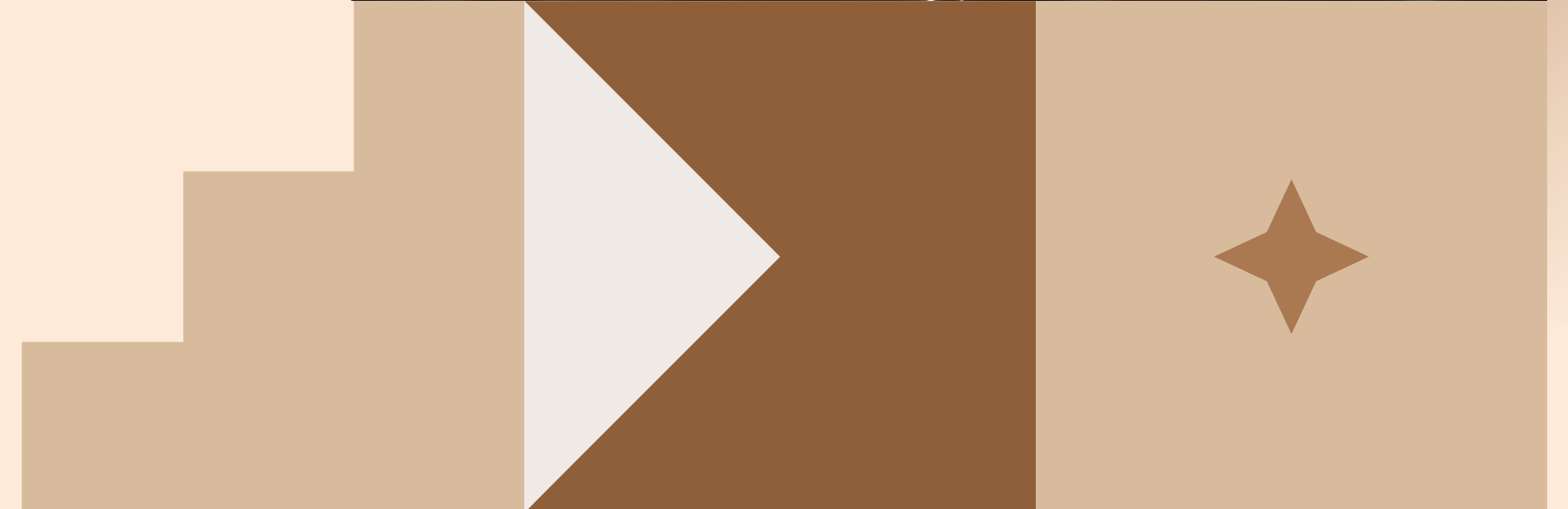


Champresso

A luxurious fusion of champagne and coffee



Key Takeaways from the Champresso Experience

The background of the slide features a close-up photograph of five glass vessels filled with a dark coffee topped with a thick, light-colored foam. Three tall, slender champagne flutes are in the center, with the middle one having a stream of liquid being poured into it, creating a dynamic splash. Two shorter, wider mugs are positioned in the foreground on either side. The entire scene is set against a neutral, light gray background, with a few coffee beans scattered at the base of the glasses.

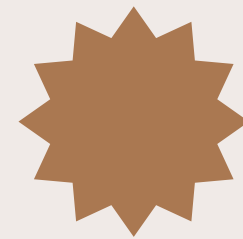
Discover the unique
Champresso Shot

Join us at Milan
Fashion Week

Experience The
Champresso
Hours pop-up

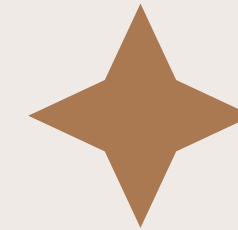


Concept Definitions



Champresso Shot

A unique blend merging rich coffee with the effervescence of champagne.



Experiential Pop-Up

Engaging events that create memorable experiences through interactive and immersive settings.



Champresso Outline



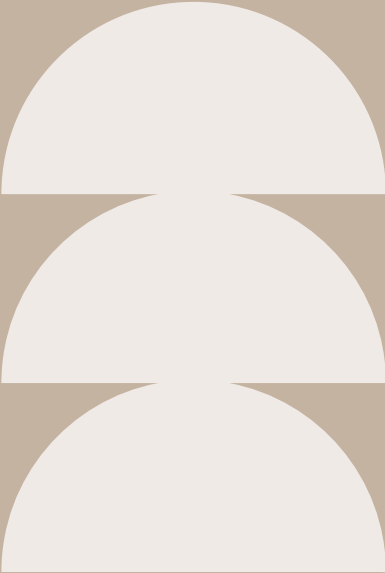
Why it Works

- Heritage
- Craftsmanship

Strategic Value

- Brand Shift
- Global Expansion





Why it Works



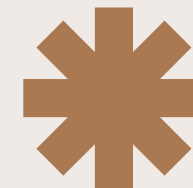
Heritage

Deep-rooted traditions create a timeless experience for consumers.



Craftsmanship

Meticulous attention to detail ensures high-quality products and services.



Luxury Ritual

Elevates moments into memorable celebratory experiences for all.



Innovative Partnerships

Collaborations drive unique offerings that captivate audiences.



4 out of 5

Shifted perception
towards luxury lifestyle

65%

Engagement with Gen
Z consumers increased

10 million

Potential revenue from
premium pricing



Thank you

