

INTERNATIONAL EVENTS AND DOLCEVITA: AN UNMISSABLE SUMMER FOR DISARONNO VELVET



Summer started with a busy calendar of international events for **Disaronno Velvet** and its **New DolceVita** style: unmissable opportunities to present an absolutely fresh experience to a selected audience of influencers and journalists.

With its velvety and incredibly fresh texture, Disaronno Velvet is the perfect drink to give your summer a unique flavor, to be enjoyed on the rocks or in the exclusive Disaronno Velvet Batida cocktail.

Here are the most exclusive appointments that have marked the beginning of this summer:



NEW YORK – May 23rd @ Jimmy SoHo Rooftop

With its spectacular views, a roof terrace with swimming pool and a refined but informal atmosphere, **Jimmy SoHo Rooftop** was the ideal place to celebrate the **Disaronno Velvet Summer Event**, which quite literally refreshed the heart of **New York City**.

MILANO – June 8th @ VIU Hotel Milano

The perfect location for an exclusive Dolcevita-style event: an aperitif at sunset, to enjoy the immersive view of the Milan skyline and to celebrate summer with **Disaronno Velvet** and its refreshing summer cocktail **Disaronno Velvet Batida**.



MIAMI – June 21st @ SLS South Beach

Picture the sun setting on **Miami**, just a few steps from the ocean beaches: the perfect stage to present the summer glamor of **Disaronno Velvet** in the **USA**.

AMSTERDAM – June 28th @ Boatlife Amsterdam

An exclusive event on a luxury boat sailing the canals of Amsterdam in search of the perfect moment and place to enjoy the “golden hour” with a refreshing **Disaronno Velvet Batida**.



SORRENTO – July 9th @ Maya Beach

A completely redesigned beach club, immersed in a protected inlet between the Gulf of Salerno and the Gulf of Naples, the Maya Beach Experience is the setting for a magical experience, with breathtaking views and sunsets on the **Amalfi Coast**, the unforgettable scenery from the latest **Disaronno Velvet** commercial.

CHICAGO – July 10th @ Offshore Rooftop

With its Guinness Book of Records certified “largest terrace in the world”, **Offshore Rooftop** it is the perfect location to celebrate the **Disaronno Velvet Dolcevita** and to enjoy suggestive views of Lake Michigan and of the mesmerizing Chicago skyline.





**LONDRA - July 31st
@ Art'otel**

A veritable English “**place to be**” meets the most iconic brand of the summer: **Disaronno Velvet** gives London and Londoners a unique summer vibe for them to experience and share while overlooking a stunning panorama from a terrace in the heart of the city.

