

The sweet life of summer and Peroni





Stylish premium beer, Peroni Nastro Azzurro, launched into peak summer season with much celebrated flair at Opium in Cape Town during December.

Encompassing and embracing Italian style in a bottle, Peroni celebrated the summer season at stylish cosmopolitan hot-spots in Cape Town, particularly on the 23rd of December at Opium where guests and VIPs enjoyed an evening of *la dolce vita*, "the sweet life".

Since Fellini's filmic masterpiece, *La Dolce Vita*, depicted the style and chic finesse of Italian design and fashion in the 1960s, the world has engaged in an ongoing love affair with all things Italian. From the black mod suits and large, round sunglasses that the characters wore in the film to the fashion houses, luxury sports cars and other internationally acclaimed brands, Italian chic continues to sweep into the lifestyles of celebrities and style icons.

As the premium beer that captures this modish elegance in a drink, Peroni elected South African born model, Landi Swanepoel, to represent the brand in its international campaign last year. The commercial is an interpretation of the black and white *La Dolce Vita*, starring Swanepoel as Sylvia, originally played by Anita Ekberg. Shot on location in Rome, one particular scene even sees Swanepoel waiting for her Marcello in the white waters of the Trevi Fountain.

Guests at the Opium official launch had the pleasure of Landi Swanepoel's company where she arrived in a Maserati and enjoyed an evening of Italian style with VIP guests and Peroni Nastro Azzurro.

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