

## THE PR EVENT CALENDAR FOR ENGINE, ILLVA SARONNO'S 100% ITALIAN ORGANIC GIN



This past season has been an intense one for **ENGINE gin**, thanks to its role as the main sponsor at numerous key summer events, both in **Italy** and the **UK**.

Crafted with carefully selected botanicals and 100% made in Italy, **ENGINE** is a gin that combines the organic quality of its ingredients with its iconic tin can design, distinguished by an innovative

aesthetic inspired by the world of motors and 1980s pop culture, making it instantly recognizable.

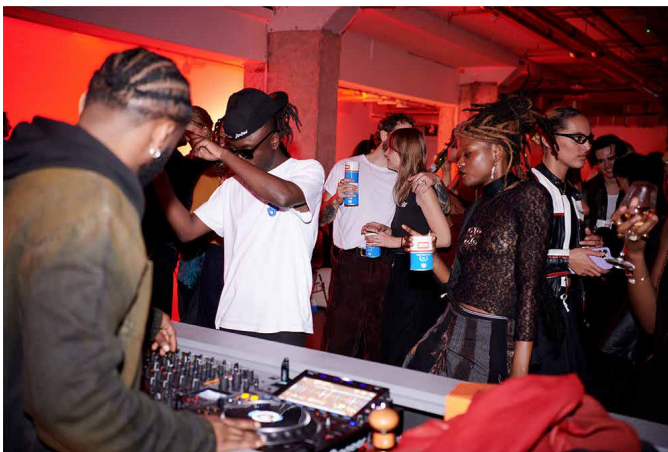


With a bold and unconventional identity, **ENGINE gin** was the perfect partner for various lifestyle events during the summer, targeting a young and trendy audience. In Italy, ENGINE was present at international fashion brand events, including the launch of the limited edition “**SUNDEK X OCTOPUS**”, the **JW ANDERSON** afterparty, and parties hosted by renowned magazine **OUTPUMP** and the **AVAVAV** brand during **Milan Fashion Week**.

ENGINE also made its mark in the music scene during **Geolier**'s concert in Milan, with a dedicated bar station, offering a fresh way to connect with a young audience who resonated with ENGINE's innovation and uniqueness, amplified by the presence of influencers.



The **UK scene** was equally promising for **ENGINE gin**, with its participation in a series of London club nights for the launch parties of popular brands like **UNIQLO** and **RAY-BAN**, as well as events during **London Fashion Week**, including the **Dazed** magazine party, a well-known fashion publication in London.



Being a partner in these events allowed **ENGINE** to showcase its versatility, its unique blend of **high-quality organic ingredients**, and its distinctive character that consistently takes center stage. Overall, **ENGINE** achieved a **total reach** of more than **13.3 million** across both Italy and the UK.

**13.3**

MILLION OF TOTAL REACH