

# PELLINI TOP

Mostra Fotografica "Particolare e Inconfondibile"

A Pellini TOP initiative with the contribution of the Camera Italiana Buyer Moda and the Alinari Archives

## THE SEDUCTIVENESS OF A MOLE

An event in the event: the photographic tour "Seduction" will visit the Opus Felix exhibition site and offer the exclusive audience the magic of a unique polysensorial experience, *The Pellini TOP Game of the Senses*.

The extraordinary partner for the occasion is Biffi, the multibrand boutique and fashion mecca that will host the photographic exhibition for nine days. The exhibition recently won the prize for its category at the Promotional Marketing Gran Prix 2006.

The exhibition, curated by the Alinari archives, consists of lovely portraits of celebrities and models with seductive moles, with a special homage to the unforgettable Marilyn Monroe.

**Inauguration: Friday February 23 at 6:30 pm.**

**Special Guest: Maria Teresa Ruta**

**OPUS FELIX- Corso Genova 7 – Milan**

**Milan** – The Seduction Tour promoted by Pellini Caffè winds up in the city that is the symbol of glamour and will include the new photographs that we will be able to view at the prestigious "Opus Felix" in Milan from February 22 to March 2, 2007.

It will be a fashion event and on Friday February 23 at 6:30 pm it will treat the visitors to a further seductive surprise: the Game of the Senses. A voyage blindfolded amid the fragrances of chocolate, honey, nuts, toast, liquorice, citrus fruits and all the other aromatic notes that combine in the precious bouquet of aromas of Pellini TOP. The sophisticated, enjoyable game is organized by Prof. Luigi Odello, President of the Tasters' Research Center in Brescia. Maria Teresa Ruta, featured in one of the many portraits of women with charming moles in the show.

So much meaning can be read into a mole!. Passion, confidence, a rebellious instinct or a refined soul. A tiny punctuation mark resting lightly on the body, highlighting the gaze, appealing over a smile, making a neckline more intriguing. A dot that somehow adds to the personality, hinting at mischief, vanity, little secrets and interesting stories. The mole is an element of intense seduction that becomes an unmistakable detail on every woman: much more than a shade of complexion, all too easy to copy, or a hair color. The mole has vitality, character, elegance: gifts that add texture to the body making it unique and attractive to every man, who cannot help wondering about it and wanting to lose himself in it.

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Ufficio Styling

Pellini TOP  
Photographic Exhibition  
"Particular and Unmistakable"  
The woman and the mole: a code for  
communication since the 18<sup>th</sup> century



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The exhibition is a delightful ramble that highlights the intriguing loveliness of the mole, from one portrait to the next, accenting here the lips, there the cheekbones, here a cheek, there an eyebrow.

These exclusive portraits are made available by the Alinari Archives and are accompanied by the comment of Diego Dalla Palma, an image expert of international fame who has always known how to make the most of the fascinating imperfections of feminine beauty.

The unforgettable Norma Jeane/Marilyn (on occasion of what would have been her 80th birthday) has a special homage devoted just to her, in the form of four lovely portraits by the celebrated photographer Sam Shaw, who once said about this distinctive trait of the star he loved to photograph "... ***That seductive little mole that could always be seen in the frame, from every angle, is the essence of the Marilyn's seductiveness. Many stars hide their moles with makeup. Not Marilyn, she always wanted to be authentic. That is another reason why she will be eternal***".

The idea of the show came from Pellini Caffé, a rapidly growing company that produces coffee of the highest quality (like Pellini TOP and Pellini BIO) and that has made the coffee bean/mole its symbol. The creative idea draws inspiration from a fashion of the 1700s when women used to cut out little moles from velvet and put them in strategic places (on the face or bosom) according to a well-known code of meanings.

## TO LOSE ONESELF IS TO FIND ONESELF IN AN UNMISTAKABLE DETAIL

The Pellini mole (in the shape of a coffee bean) invites you to the seduction of your tastebuds, with its pure Arabica coffee (100%) and low caffeine content. The coffee comes from highly selected harvests, the same as the boutiques that will host our photographic exhibition. Prestigious stores featuring high fashion brands, all organized in an extremely coherent way along the guidelines of the theme of seduction by excellence. It is a complete advertising strategy that always encounters an enthusiastic reaction and that won the award for its category at the Grand Prix Stella d'Oro 2006 of Pubblicità Italia.

**During the exhibition, Pellini TOP, the refined coffee with the seductive bouquet of aromas will be served.**

The event is organized by **Comgroup** with the contribution of the Camera Italiana Buyer Moda.

**OPUS FELIX Showroom, Corso Genova 7 – Milan**  
**From FEBRUARY 22 TO MARCH 2, 2007**  
**Inauguration Friday, February 23, 2007 at 6:30 pm**

tel. +39  
Ufficio Stampa

Further information is available on the website

[www.clabcomunicazione.it/pellini](http://www.clabcomunicazione.it/pellini)

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