



THE RED AFFAIR
CAMPARI CALENDAR 2011
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Michel Comte, Campari Calendar 2011 photographer
Bob Kunze-Concewitz, CEO, Gruppo Campari



THE RED AFFAIR: INTRIGUE, PASSION AND IRRESISTABLE STAR QUALITY

UNVEILED IN CAMPARI CALENDAR 2011

Sesto San Giovanni, 21st October 2011 – The [Campari](#) Calendar 2011 starring Oscar winning actor **Benicio Del Toro** has been unveiled in Milan, Italy, today.

Puerto Rican born Del Toro is the first ever man to star in the iconic series of Campari Calendars, in this 12th edition. Entitled *The Red Affair*, the Calendar tells the intriguing story of a charismatic art connoisseur, Del Toro, who receives a mysterious message setting him on a fascinating adventure to discover its meaning, crack a ring of illegal art dealers and rescue a beautiful woman.

For the 12th edition Campari has taken a unique approach to the Calendar, taking inspiration from the power of cinema. The Red Affair seeks to capture the audience through an engaging and intriguing cinematic story told through a series of photographs. In order to achieve this through still images alone Campari wanted a lead actor to star alongside the Red Drink who could bring as much passion and authenticity to an image as they do to film, and found this in Benicio Del Toro.

The move from films to a series of stills was a new experience for **Benicio Del Toro**: *"Telling a story through still images was a new challenge for me and required a different approach, playing more to the camera than I would when shooting a movie. What attracted me most to the calendar was The Red Affair's seductive story, and for me and Michel Comte, it was important to mirror the vibrancy, style and intensity of Campari."*

Internationally acclaimed photographer **Michel Comte** has shot the Calendar in classic, direct, *Comte style*. He has created a cinematic feel by capturing the action – moments of both drama and intimacy – as it unfolds. Comte has sought to produce images that are charged with heightened anticipation, passion and authenticity – this is best demonstrated in the penultimate scene when Comte has the female lead throwing a real glass of Campari over the villain.

Michel Comte describes the commitment to veracity in the Calendar: *"The images in the Calendar are very emotional, very Italian and very Campari. I seek to capture truth of the moment but also those in-between"*



moments, before the action unfolds. During the shoot I wanted to preserve the authenticity of each shot, each expression and the interplay between our characters, maintaining a cinematic style at the same time.”

In its 150th anniversary year Campari has chosen to make a break with more than a decade of tradition by choosing to introduce a male lead to the Campari Calendar for the first time. Del Toro becomes the first ever Campari Man, taking on the lead role previously held by some of the world’s most beautiful women, including the 2010 star, ‘Quantum of Solace’ Bond girl, [Olga Kurylenko](#), [Salma Hayek](#), [Eva Mendes](#) and [Jessica Alba](#).

Gruppo Campari CEO **Bob Kunze-Concewitz** explains why *The Red Affair* is a calendar of firsts for Campari: *“At Campari, challenging the status quo is in our DNA. The introduction of our first ever male star and the creation of this unique cinematic style take our iconic Calendar in a completely new direction. Although the Calendar has a very new look, it retains the unmistakable Campari red that binds our characters together and the thrill of anticipation felt in each image”*. Bob Kunze-Concewitz, continues *“One of the most intriguing aspects of The Red Affair is that although we have our own understanding of the story at Campari, it is open to interpretation and we are looking forward to hearing how fans of Campari interpret them to create their own Red Affair.”*

Benicio Del Toro’s exclusive wardrobe was provided by Ermenegildo Zegna, the luxury Italian menswear brand.

The Campari Calendar, of which only 9,999 copies are printed, will not go on sale but will be distributed to friends of Campari internationally.

Campari has teamed up with **Les Enfants Pictures**, led by Enrica de Biasi, to conceive and produce the calendar.

For more information go to:

www.campari.com

-ENDS-



Notes to editors

To download the full press kit and high resolution images of the Campari Calendar 2011 and behind the scenes images, visit http://www.camparigroup.com/en/press_media/image_gallery/campari_calendar_2011_download.jsp
For further information on Campari Calendar history and previous editions visit:
http://www.camparigroup.com/en/press_media/calendar/calendar.jsp

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About The Campari Calendar

The [Campari Calendar](#) is rapidly becoming one of the world's iconic artistic calendars. Distributed in international limited edition of only 9,999 copies it is a small, collectible luxury for the happy few that receive it, and is a tribute to the world class talent and photographers that make it come to life every year.

About Campari

Bold, passionate and completely unique, Campari makes a dry and refreshing cocktail that can be enjoyed anytime. Hand-crafted according to the same secret family recipe invented in Italy in 1860, Campari is the result of the infusion of herbs, aromatic plants and fruit in alcohol and water. With its distinct colour, aroma and flavour, Campari has always been a symbol of passion.

About Gruppo Campari

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the [USA](#) and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#) and [SKYY Vodka](#), stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [CampariSoda](#), Cynar, [Glen Grant](#), [Ouzo 12](#), [X-Rated](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange.

www.camparigroup.com



CAMPARI CALENDAR 2011

THE RED AFFAIR: a story of intrigue and passion

COVER



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro - Ermenegildo Zegna

Benicio Del Toro, star of the Campari Calendar 2011, a cinematic story entitled *The Red Affair*. A thrilling adventure with a villainous character, a beautiful damsel, and a charismatic hero who pursues adventure to put right the wrongs of others and save a beautiful woman. Campari is the connecting thread throughout the story. It is the developing unspoken relationship between the characters, the bond that brings these intense and passionate individuals together, enhancing their exciting and pleasurable moments.

THE MESSAGE – January



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro – Ermenegildo Zegna
Woman – Mila Schön
Campari bottle

The story begins as Benicio, an art connoisseur, takes a delivery of a beautifully wrapped Campari bottle. As he examines the gift with his team he finds a mysterious, engraved Chinese red box with the message: 'Follow the Red'. The stage has been set and the adventure begins.



THE THRILL – February



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Cocktail **Campari Orange****

1 ¼ fl oz Campari

4 fl oz orange juice

Ice

Pour the Campari and the orange juice directly into the glass.

The Campari Orange or **Garibaldi** is one of the simplest cocktails, but is as well known as it is old, based on Campari, orange juice. It can be enjoyed both as an aperitif and as a long drink. Its name is a tribute to the Italian hero Giuseppe Garibaldi – the red of the Campari recalls his red jacket, and the oranges his landing in Sicily.

* Official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.

Benicio sips on a Campari Orange cocktail as he decides whether to pick up the mystery trail.

** Two new, delicious interpretations of Campari Orange are the Campari Perfect Serve and Campari Orange Passion.

Campari Perfect Serve

4cl Campari

Fresh orange Juice

5 ice cubes

A slice of orange

Pour the Campari and the fresh orange juice directly into the glass with ice.

Campari Orange Passion

4,5 cl Campari

2 slices of orange

1 coffee spoon of sugar cane

Orange juice

Crushed ice

Muddle the slices of orange together with the sugar cane, add crushed ice, pour Campari and orange juice till the top.



THE TRAIL – March



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Woman in the back – La Perla

Woman in the front – Fendi

Cocktail **Campari Shaken**

2 fl oz Campari

Ice

Shake the Campari and pour into a cocktail glass, preferably a pre-chilled one.

Benicio and his team are enjoying an *aperitif* by the pool, when he catches sight of a woman wearing a red brooch with the same pattern as the red box he received that day. The mystery behind the ‘Follow the Red’ message begins to unravel as he finds himself drawn to the woman, following her every move.

THE ENCOUNTER – April



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro - Ermenegildo Zegna

Cocktail **Americano***

½ Campari

½ Cinzano Rosso

Top up with soda

Ice

The famous Americano was invented in Milan, where it was known as Milano-Torino – a reference to the origins its two main ingredients Campari and Cinzano. It was renamed Americano after the American tourists who were fond of the drink during prohibition.

* Official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.

As the bartender mixes him his order of an Americano Benicio relaxes at the bar, but something draws his attention: the beautiful, mysterious woman with the red brooch is sitting with a group of people on the other side of the room.



THE CHALLENGE - May



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro – Ermenegildo Zegna
Woman on the left – La Perla

Cocktail **Americano**
½ Campari
½ Cinzano Rosso
Top up with soda
Ice

Intrigued, Benicio makes his way over to the table to find out the truth behind the Red message regardless of who her companions might be. His approach is met with surprise and hostility from the mystery woman's male companion and bodyguards around the table.

THE DEADLOCK – June



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro – Ermenegildo Zegna
Woman – La Perla

Cocktail **Americano**
½ Campari
½ Cinzano Rosso
Top up with soda
Ice

Led by the villain, the Professor, the mystery woman is quickly escorted away from Benicio, leaving him with even more questions about her identity and the message she sent him. The thrill of pursuit is growing and a challenge is in the air.



THE APPEAL – July



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro – Ermenegildo Zegna
Woman – La Perla
Accessories:
Woman - sandals by René Caovilla

Campari bottle

Leaping into his car, the mystery woman makes an impassioned plea to Benicio for his help to free her from the villain and stop the ring of illegal art dealers she has been drawn into, led by the Professor. Benicio reacts with suspicion as her motives are still unclear: is she sincere or is this a trap?

THE ALLIANCE – August



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion:
Benicio Del Toro – Ermenegildo Zegna
Woman – La Perla

Cocktail **Campari Shaken**

2 fl oz Campari

Ice

Shake the Campari and pour into a cocktail glass, preferably a pre-chilled one.

Convinced that she really does need his help, Benicio begins to trust the mystery woman. Benicio is playing at the piano, sharing an intense moment with the mystery woman. It is a turning point in our story; he is now committed to doing whatever he can to save her.



THE KEY - September



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Woman on the left – La Perla

Woman on the right – Missoni

Cocktail **Negroni**

2cl Campari

2cl Cinzano Rosso

2cl Gin

Add ice to a glass, pour in the Campari, followed by the Cinzano Rosso then the gin.

As Benicio enjoys a Negroni with his assistant, the mystery woman drops a room key into his pocket, setting in motion the next stage of their plan to thwart the Professor.

THE BREAK-IN – October



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro - Ermenegildo Zegna

Campari Magnum Bottle, 3l

Following the new trail that the mystery woman has left for him, Benicio slips into the room of our villain, the Professor, without knowing what he will find behind the door.



THE LIBERATION - November



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Woman – Missoni (dress underneath) and La Perla (lace trench)

Accessories:

Woman – sandals by René Caovilla

Cocktail **Campari on the Rocks**

2 fl oz Campari

Pour the Campari into a glass filled with ice.

Benicio and the mystery woman have all the evidence they need, and the Professor is defeated. Marking her liberation from the Professor, she throws a glass of Campari at him.

THE GRAND FINALE - December



Photo by **Michel Comte**

Starring: **Benicio Del Toro**

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Woman on the right – Roberto Cavalli

Woman on the left – Missoni

Cocktail **Campari Orange**

1 ¼ fl oz Campari

4 fl oz orange juice

Pour the Campari and the orange juice directly into the glass.

While the mystery woman thanks Benicio embracing him, he and his assistant share a sensually charged moment of celebration.



BACK COVER



Photo by **Michel Comte**
Starring: **Benicio Del Toro**
Fashion: Ermenegildo Zegna

Campari Bottle

Passionate, authentic, magnetic; Benicio Del Toro, the Campari Calendar 2011 Man, invites you into the next red adventure.



Campari Calendar 2011
The Red Affair: behind the scenes

DAY ONE – PREPARATIONS BEGIN



Photos: Cesare Cicardini

Starring: Michel Comte

Location: Santa Monica

The first day of the Campari Calendar 2011 shoot took place at the Viceroy Hotel, Santa Monica. The crew arrived at 6 am to set up for the first shots, taking place at the bar. Model Anne Varnishing is one of the first on set. Photographer Michel Comte is a ball of energy and has fired the cast and crew up for a busy day.



DAY ONE – THE FIRST SHOT



Photos: Cesare Cicardini

Starring: Benicio Del Toro and Michel Comte

Fashion:

Benicio Del Toro – Ermenegildo Zegna

Woman on right – Missoni

Woman on left - Roberto Cavalli

Location: Santa Monica

Campari Orange - 1 ¼ fl oz Campari - 4 fl oz orange juice - Pour the Campari and the orange juice directly into the glass

Benicio Del Toro begins the very first scene as the first ever Campari man, it's an exciting moment for cast and crew, and for the history of Campari. Although Benicio, Anne Varnishing and Krystal Davidsohn are posing for the first shot of the day, it is actually for the last scene in the calendar, December: Grand Finale.



DAY ONE – COCKTAIL MAKING



Photos: Cesare Cicardini

Starring: Benicio Del Toro

Fashion: Benicio Del Toro - Ermenegildo Zegna

Location: Santa Monica

Campari bottle

Surrounded by endless bottles of Campari, Benicio makes the most of having mixologist Cristina on hand as she imparts the secrets of cocktail making for this shot. Cristina is on set to make all of the cocktails that appear in the Calendar and to train 'barman' to make the perfect cocktail. Over 50 litres of Campari were used in the making of the calendar, with 100% authentic drinks used.

DAY TWO – MESSING AROUND



Photos: Cesare Cicardini

Starring: Benicio Del Toro

Fashion: Benicio Del Toro - Ermenegildo Zegna

Location: Santa Monica

As the second day of shooting gets underway the cast and crew are relaxing into their roles. Benicio and the supporting actors find time for some fun.



DAY TWO - EVENING

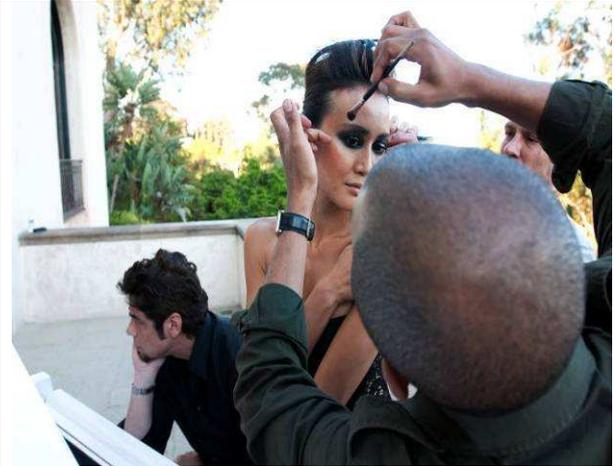


Photo: Cesare Cicardini

Starring: Benicio Del Toro and Michel Comte

Fashion:

Benico Del Toro - Ermenegildo Zegna

Main Woman - La Perla

Location: Santa Monica

Campari Shaken - 2 fl oz Campari, Ice - Shake the Campari and pour into a cocktail glass, preferably a pre-chilled one

In the most romantic shot of the calendar Benicio and Anne make a striking couple. It is one of the moments of the shoot when it really feels like a film set.



DAY THREE – MORNING



Photo: Cesare Cicardini

Starring: Benicio Del Toro

Fashion:

Benico Del Toro - Ermenegildo Zegna

Main Woman – Missoni (dress underneath) and La Perla (lace trench)

Location: Santa Monica

The villain dries off after being soaked in Campari. Fortunately for him it didn't take too many Campari showers before the leading lady Anne and photographer Michel pulled off the perfect shot.



DAY THREE – MID AFTERNOON



Photo: Cesare Cicardini

Location: Santa Monica

Starring: Michel Comte

Fashion: Woman in top left - La Perla

Location: Santa Monica

Campari Shaken - 2 fl oz Campari, Ice - Shake the Campari and pour into a cocktail glass, preferably a pre-chilled one

Everyone prepares for the poolside shot The Trail: March. The cast and crew have spent lunchtime watching the World Cup and Benicio's teasing of the Italians' side's performance is brought to an abrupt end as the USA go out of the competition.

To create the party atmosphere music is playing, sushi and snacks are on the table, and Campari cocktails have been freshly prepared.



DAY THREE – MID AFTERNOON

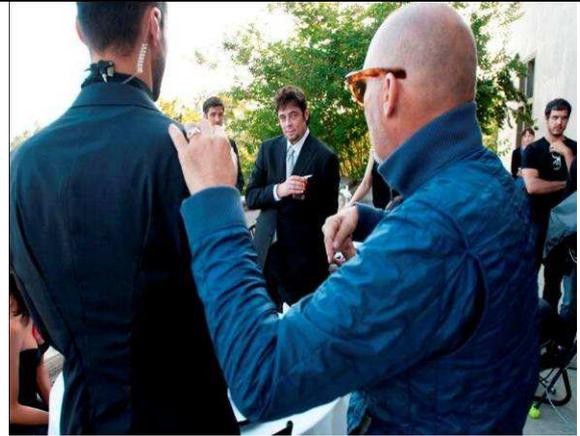


Photo: Cesare Cicardini

Starring: Benicio Del Toro and Michel Comte

Fashion:

Benico Del Toro - Ermenegildo Zegna

Main Woman (top right) - La Perla

Location: Santa Monica

Americano - ½ Campari - ½ Cinzano Rosso - Top up with soda and Ice

As the cast and crew prepare for the final shots on the terrace The Challenge: May and The Deadlock: June. Benicio's intense, magnetic and charming approach makes Anne the envy of every woman at the shoot.

THE END



Photo: Cesare Cicardini

Starring: Benicio Del Toro and Michel Comte

Fashion: Benicio Del Toro - Ermenegildo Zegna

Location: Santa Monica

Benicio and Michel are both intensely focused as they create the closing image of the Campari Calendar, the Epilogue. This shot is the anticipation of a new adventure for our leading man, as *The Red Affair* draws to a close.



**FIRST EVER CAMPARI MAN BENICIO DEL TORO
DRESSED BY ERMENEGILDO ZEGNA**

Sesto San Giovanni, October 21st, 2010 - Italian fashion brand Ermenegildo Zegna, the world leader in luxury men's clothing, has been announced as the exclusive provider of Benicio Del Toro's wardrobe, as he makes his appearance as the first ever male star of the [Campari Calendar](#).

As the lead fashion partner, Zegna has provided all the clothing for Mr. Del Toro for the 12th edition of the Campari Calendar, The Red Affair. Style has always come hand in hand with passion in the Campari Calendar and the 2011 edition is no different, making Del Toro's outfits an integral part of his character's identity. All the outfits have been tailored specifically by Ermenegildo Zegna for Del Toro and fabrics chosen to enhance the story and interaction between characters.

Campari and Zegna share more than 250 years of Italian heritage and an unsurpassed passion for quality; 2010 marks respectively their 150th and 100th anniversaries. Each brand was born of true Italian entrepreneurship that has seen both Campari and Zegna become names synonymous internationally with cutting edge design and timeless style.

Cesare Vandini, Group Marketing Director, Gruppo Campari, explains why Zegna was a natural choice: *"Ermenegildo Zegna is the perfect partner for the 2011 Campari Calendar for many reasons. Most importantly, Zegna's passionate commitment to quality, innovation and style over the last 100 years is the same passion Campari has had for 150 years. It's a perfect fit."*

Anna Zegna, Image Director of Ermenegildo Zegna comments on Benicio's style in the Calendar: *"The wardrobe we created for Benicio was designed to bring out both his and Campari's character: timeless, sensual and modern. His masculine and powerful style is the perfect embodiment of Zegna."*

-ENDS-



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www.camparigroup.com

About Ermenegildo Zegna Group

The Ermenegildo Zegna Group is the world leader in luxury men's clothing. Founded in 1910 in Trivero, in the Biella Alps, by the young entrepreneur Ermenegildo, whose vision was to ethically create the world's finest textiles through innovation, sourcing the noblest fibres directly from their markets of origin. Managed today by the fourth generation of the Zegna family, the company this year celebrates its Centennial. Since the end of the 90's the company has accomplished a comprehensive strategy of verticalisation, creating a Global Luxury Brand which now ranges from fabric to clothing to accessories - and focused on retailing, pioneering early entry in emerging luxury markets, BRIC and Asia in particular, and was the first luxury brand to open a monobrand store in China in 1991. Worldwide there are 555 Ermenegildo Zegna points of sale in 86 countries, of which over 300 are direct operating stores. www.zegna.com



CALENDAR OVERVIEW

Benicio Del Toro's wardrobe exclusively provided by Ermenegildo Zegna

The Message - January

Grey flannel wool and cashmere three piece 'Su Misura' suit
Egyptian cotton formal shirt
Woven pure silk tie

The Thrill - February

Egyptian cotton formal shirt

The Trail - March

'Trofeo 600' wool and silk 'Su Misura' suit
Fine gauge wool and cashmere knit
Wraparound sunglasses

The Encounter - April

'Couture' peak lapel suit in '14milmil14' superfine wool
Egyptian cotton formal shirt
Woven silk tie

The Challenge - May

'Couture' peak lapel suit in '14milmil14' superfine wool
Egyptian cotton formal shirt
Woven silk tie

The Deadlock - June

'Couture' peak lapel suit in '14milmil14' superfine wool
Egyptian cotton formal shirt
Woven silk tie

The Appeal - July

Wool and mohair 'Su Misura' suit
Egyptian cotton shirt
'Limited Edition' Derby shoes
Wraparound sunglasses

The Alliance - August

Cotton and silk shirt

The Key - September

Wool & mohair 'Su Misura' tuxedo
Egyptian cotton shirt



The Break-In - October

Wool and mohair 'Su Misura' tuxedo trousers
Egyptian cotton shirt
Pure silk bow tie

The Liberation - November

'Trofeo 600' wool and silk 'Su Misura' suit
Egyptian cotton shirt
'Limited Edition' Oxford shoes

The Grand Final - December

Wool and mohair 'Su Misura' tuxedo
Egyptian cotton shirt



BENICIO DEL TORO

BIOGRAPHY

Benicio Del Toro was born in Santurce, Puerto Rico and grew up in Pennsylvania. He became interested in acting while attending the University of California, San Diego and subsequently studied at The Stella Adler Conservatory under the tutelage of Arthur Mendoza.

Del Toro made his motion picture debut in John Glen's *Licence to Kill* opposite Timothy Dalton's James Bond. He has earned critical accolades for his performances ever since, beginning with back-to-back Independent Spirit Awards® for Best Supporting Actor in Bryan Singer's *The Usual Suspects* and Julian Schnabel's *Basquiat*. Del Toro's performance in Steven Soderbergh's *Traffic* earned him a Screen Actors Guild Award and Silver Bear Award at the Berlin International Film Festival for Best Actor, and a Golden Globe, BAFTA Award, and Academy Award® for Best Supporting Actor. His work in Alejandro Gonzales Inarritu's *21 Grams* led to another Oscar nomination, and he won the Audience Award for Best Actor at the Venice International Film Festival. Del Toro re-teamed with Soderbergh to take the title role in *Che* (part 1&2), a biography of Che Guevara, for which he won Best Actor at the Cannes Film Festival and at the Goya Awards in Spain.

Del Toro's works also include director Robert Rodriguez's film adaptation of Frank Miller's graphic novel *Sin City*, Peter Weir's *Fearless*, George Huang's *Swimming With Sharks*, Abel Ferrara's *The Funeral*, Guy Ritchie's *Snatch*, Sean Penn's *The Indian Runner* and *The Pledge*, Christopher McQuarrie's *The Way of the Gun*, William Friedkin's *The Hunted*, Susanne Bier's *Things We Lost in the Fire*, and Terry Gilliam's *Fear and Loathing in Las Vegas*. Most recently, he starred in a remake of *The Wolfman* with Sir Anthony Hopkins and Emily Blunt.



MICHEL COMTE

BIOGRAPHY

Now living in Los Angeles, jet set photographer MICHEL COMTE was born in 1954 in Switzerland. A professionally trained art restorer, he was drawn to photography and learned his craft auto-didactically.

Quickly evolving into one of the most sought-after fashion / portrait photographers in the world, COMTE's images are immensely impactful. A natural narrator, he captures the iconic instant and the in-between moments as well, instinctively connecting to his subjects to charismatic effect.

Editorially his work for Vanity Fair, GQ, Interview, Glamour, 10 Magazine and many international editions of Vogue portrays numerous celebrities from the worlds of art, film, sports and entertainment, ranging from Julian Schnabel to Heidi Klum and Giselle, Pharrell Williams to Patrick Dempsey, Mohammed Ali and Michael Schumacher. Commercially COMTE's clients are distinguished and include Chloe, Celine, John Richmond, Jeckerson, La Perla, Navy Boot, Rolex, H. Stern, Lancome, Rimmel, Davidoff, Hennessy, Chrysler, Jaguar, BMW and Poltrona Frau.

COMTE has exhibited internationally many times – currently at the prestigious Forum Kultur Und Wirtschaft Museum in Düsseldorf (Germany). The show features over 300 large-scale portraits from 1979 onwards. Upcoming retrospectives include showings at Young Gallery this summer in Bruxelles (Belgium) and Museum für Gestaltung in Zurich (Switzerland) in the fall.

In addition to fashion / celebrity photography, COMTE has travelled on photo-reportage assignments for the International Red Cross to war zones and unstable areas in Iraq, Afghanistan and Bosnia.



BOB KUNZE-CONCEWITZ
Chief Executive Officer, Gruppo Campari

BIOGRAPHY

Bob Kunze-Concewitz was appointed Chief Executive Officer of Gruppo Campari in May 2007. He has embraced and continued the Group's ambitious two-pronged growth strategy, overseeing a number of brand acquisitions while ensuring organic growth.

Joining Gruppo Campari in 2005 as Group Marketing Officer, Bob developed and implemented new marketing strategies for most of the Group's core international brands.

Bob launched his international career at Procter & Gamble, where he occupied various positions of increasing responsibility within an international realm. Following numerous assignments in strategic planning and business ownership he became Corporate Marketing Director in the Global Prestige Products division.

An Austrian citizen who was born in Turkey, Bob has studied and worked in many countries. He attended French-style schools in Turkey and Germany before graduating with honours with an Economics degree from Hamilton College in the US. He earned an MBA from Manchester Business School. Fluent in five languages (English, German, French, Italian and Turkish), Bob has worked in Italy, Germany, Great Britain, France, the Benelux, the US and Switzerland.