

Lavazza Coffee 2010 Calendar

Lavazza Coffee's 18th calendar edition was launched at the historic Palazzo Madama in Turin.



This surprising upbeat calendar has been produced by the influential British Photographer Miles Aldridge, known for his 'futuretro' style which combines futuristic glamour with retro elements. The seven photographs of the 2010 calendar are based on six timeless Italian songs. Songs such as O Sole mio, Nessun Dorma and other Calendar pictures have been chosen to portray Italianess and convey Lavazza's values of optimism and Italian lifestyle, intrinsically linked to the premium Lavazza brand.

For more, visit: <https://www.bizcommunity.com>