

FOOD AND BEVERAGE

## Dolce & Gabbana partners with Bialetti to celebrate Italian coffee

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*Dolce & Gabbana has partnered with Bialetti to produce a highly floral coffee pot. Image credit: Dolce & Gabbana*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Dolce & Gabbana has added a new Moka coffee pot to its collection, designed by Bialetti, as part of an effort to tap into the popular coffee-consuming trend.

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The **Moka Express Bialetti Dolce & Gabbana** item is a playful visual representation of the coffee scene in Italy, thanks to its signature pattern and colors. It is also a classically functional addition to the kitchen.

The bright colors, classic design and the Carretto Siciliano pattern meld the two brands' aesthetics together. The pattern is found on the silk scarves of Italian women, and is one Dolce & Gabbana uses often.

A fusion of the renowned Italian fashion scene and the country's coffee world, the Moka Express is where the two brands' work meet.

Dolce & Gabbana has celebrated the country's classic fashion sense through its patterns, styles and overall aesthetic. Bialetti was at the forefront of the coffee craze in Italy.

While both brands are leaders in Italy within their respective sectors **Dolce & Gabbana** is relatively new to the scene, having begun in the 1980s.

**Bialetti**, however, has been around since the beginning of the 20th century. Its founder, Alfonso Bialetti, wanted to make good coffee more accessible to the average Italian.

For this reason, he chose the now-famous aluminum design, saying it was "fast, strong, resistant, like caffeine." He had gotten the idea from washerwomen doing their laundry in a lisciveuse. The contraption had a tube inside its familiar-looking shape to evenly coat the clothes in soap.

In 1933, Bialetti's final design for the Moka Express was complete, and it went on the market. It is now synonymous with European coffee making from home.

The Moka Express Bialetti Dolce & Gabbana costs \$100.

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