

Smeg collaborate with Dolce&Gabbana for 'Blu Mediterraneo' collection

A marriage of two iconic Italian brands, fashion powerhouse Dolce&Gabbana and luxury appliance manufacturer, Smeg, have collaborated once again to unveil its all-new 'Blu Mediterraneo' collection. The collection comprises a selection of small and large appliances crafted in celebration of the joint brands' rich Made In Italy Italian heritage.

The small appliance range comprises toaster, kettle, espresso machine, grinder, milk frother and citrus juicer, designed for a luxurious upgrade to your worksurface. Large appliances, to follow, include two new fridges, plus matching range cooker and extractor, for that real kitchen wow-factor.



Decorated with deep shades of blues, crashing into tranquil whites, the collection transports you straight to its South of Italy birthplace. The art presents an immersive journey to the depths of the Mediterranean ocean, from the purity of the white to the serenity of the blue, whilst the liveliness and refinement of the maiolica print takes inspiration from the location's atmosphere. The evocative pattern is deeply rooted in the Southern Italy's heritage, providing a tribute to its values of priceless artistry and 'Fatto a Mano', translating directly to 'handmade', which have been preserved and passed through generations.



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The intricate design details each link back to Dolce&Gabbana's home of Sicily and each model is a celebration of the province's culinary delights and traditional dishes. Often lauded as an 'interpreter of excellence', the designs reinforce Smeg's passion for tradition and commends its rich European roots. Each model in the collection is finished with the hallmark 'Made in Italy' emblem, making this range the ideal option for the most discerning of homeowners.



From left to right: Espresso machine, milk frother, 2 slice toaster, coffee grinder, kettle, citrus juicer, mini bar

Smeg and Dolce&Gabbana's Blu Mediterraneo collection will be available to pre-order now from Smeg's Flagship London store, 14 Regent Street, St James's, SW1Y 4PH or browse via shop.smeguk.co.uk. From October/November selected stockists will include Harrods, John Lewis and Harvey Norman in Ireland.

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About the designs:**TSF01DGBUK Toaster - £599.95 – Available October**

With six variable browning levels and three illuminated pre-set programs for reheating, defrosting and bagels, the two-slice toaster transports users straight to Sicily, surrounding them with the hotspot's aroma of baked goods. Complete with a premium enamelled finish and stainless-steel accents and crumb tray, the toaster delivers a piece of artwork to elevate breakfast time.

KLF03DGBUK Kettle - £599.95 – Available November

With a generous 1.7l capacity, able to make up to seven cups of tea or coffee, Smeg's renowned kettle brings together the full family in true Italian style. An elegant soft opening lid and 360-degree swivel base pair artfully with the Blu Mediterraneo design.

CGF01DGBUK Coffee Grinder - £799.95 – Available October

Freshly ground coffee not only delivers exceptional coffee but fills breakfast settings with an aroma as decadent as the appliance. With 30 grinding levels and 8 preset functions for the optimum coffee quantity, bespoke drinks can be prepared every time across a full coffee menu.

ECF02DGBUK Espresso Machine - £1249.95 – Available October

Recently redesigned with the brand's iconic curvaceous style, Smeg's espresso machine delivers Italian coffee perfectly and beautifully every time. Crafting authentic espresso, cappuccino and lattes, the barista experience can be enjoyed from home thanks to its Thermoblock heating system, 15 bar pressure and milk frothing wand.

CJF01DGBUK Citrus Juicer - £599.95 – Available November

The perfect pairing for a Sicilian style breakfast, Smeg's easy to operate juicer rapidly squeezes citrus fruits with a quick press, instantly pouring into glasses. The pattern adorned enamel and stainless-steel appliance comes complete with a protective lid which doubles as a handy bowl for peel.

MFF01DGBUK Milk Frother - £649.95 – Available October

For professionally frothed milk to perfect cappuccinos, macchiatos and more, six pre-set programmes and a manual function allow for easy preparation of hot and cold foamed drinks, thanks to the two whisks provided. An impressive 600ml capacity will provide enough for a classic Italian family breakfast.

FAB5RDGME5 Mini Bar - £3999.95 – Available October

Smeg's iconic FAB fridge takes the form of a mini style in the FAB5, perfectly housing sweet treats and fruits. Not only does the mini marvel elevate kitchens but can be added to home offices, entertaining spaces and bedrooms for an injection of both glamour and convenience.

-ENDS-

About Smeg

SMEG, founded in 1948, whose name, an acronym, stands for "Smalterie Metallurgiche Emiliane Guastalla," is a proudly Italian company now in its third generation of the Bertazzoni family. Renowned for responsible production of products that combine technology and style, SMEG manufactures high performance large and small appliances, sinks, taps and cookware for the home, as well as professional equipment for the catering, hospitality, laboratory and medical sectors.

Over time, SMEG has established itself as a symbol of high aesthetic around the world, and each product is made with a unique attention to research and development. Each new appliance is not just a product, but a creation, arisen from a deep study of design, ergonomics and function. Smeg's internal design studio, which carries out painstaking research into aesthetics and style, has the support of internationally renowned designers such as Guido Canali, Mario Bellini, the Piano Design studio, Marc Newson, Giancarlo Piretti, Matteo Bazzicalupo and Raffaella Mangiarotti, Dolce & Gabbana.

For more information, please visit visit Smeg's website <https://www.smeguk.com/special-products/blue-mediterraneo> online store <https://shop.smeguk.com/> and physical London Flagship Store located at 14 Regent Street, St James's, SW1Y 4PH. Smeg can also be found on LinkedIn (SmegUK Ltd), Facebook (SmegUKOfficial), Instagram (@smeg_uk) and Pinterest (smeguk). For trade enquiries please call +44 (0)344 5570070 or email sales@smeguk.com.

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