



Smeg expands its product lineup with the Clima and Urban bottles

Luxury Italian brand Smeg is taking its signature style beyond the kitchen with the launch of its first-ever water bottles: *Clima* (500ml) and *Urban* (1L), produced in collaboration with sustainable design innovators 24Bottles.



A natural extension of Smeg's iconic design ethos, the bottles bring together bold aesthetics and practical functionality, allowing fans of the brand to stay hydrated in style—wherever life takes them. Whether it's your morning commute, a yoga class, weekend picnic or simply a desk essential, the Clima and Urban bottles are made to be your go-to daily companion.

Both designs are crafted from high-quality stainless steel with a leak-proof lid featuring a silicone gasket, ensuring durability and reliability while on the move. 100% BPA-free and

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odour-resistant, they're a sustainable alternative to single-use plastic bottles—perfect for those wanting to make conscious choices without compromising on design.

The Clima Bottle is double-walled and insulated to keep drinks cold for up to 24 hours and hot for up to 12 — perfect for everything from iced coffees on summer days to warming herbal teas on winter walks. The Urban Bottle, while not thermal, offers the same sleek design in a lighter, single-wall format with extra capacity, making it ideal for staying hydrated during longer outings or busy office days.

In true Smeg fashion, the bottles are available in a selection of eye-catching colours to match or complement the brand's beloved kitchen appliances. The Clima bottle comes in a rainbow of Smeg's most loved hues – white, pink, red, green, blue, cream, and black – while the Urban offers a more refined colour palette of white, red, cream, and black. Whether you're a minimalist, a colour lover or a monochrome enthusiast, there's a bottle to match your mood, your kitchen, or your iconic Smeg fridge.



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This new release gives Smeg lovers the opportunity to take a piece of the brand with them, wherever they go. With a Smeg bottle in hand, your favourite household name becomes a daily style statement—no plug socket needed.

Whether you're a longtime Smeg devotee or new to the brand, the Clima and Urban bottles are a simple way to bring a little Italian design flair to your everyday routine. Portable, practical and unmistakably Smeg, the bottles mark an exciting step in the brand's journey beyond the home, combining considered craftsmanship with on-the-go convenience.

From the design-conscious commuter to the eco-minded student, the Clima and Urban bottles cater to those who care about form as much as function. Lightweight, portable and built to last, they're the perfect companion for a fast-paced lifestyle—and a smart step towards reducing waste while still enjoying life's little luxuries.

Smeg's collaboration with 24Bottles reinforces the brand's ongoing commitment to sustainability, marrying Italian craftsmanship with forward-thinking innovation.

Available from 17th November, the Smeg Clima and Urban bottles will retail at £39.95 from shop.smeguk.com, Smeg's London flagship store and select stockists.

For further information, high-res images, and review sample requests, please contact smeg@littleredrooster.co.uk.

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About Smeg

SMEG, founded in 1948, 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 including stockists, please visit Smeg UK's brand website <https://www.smeguk.com/> 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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