



“Jolie” and “MilkUp” won the International Red Dot 2017 Award

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Turin, 3rd April 2017 – Lavazza A Modo Mio Jolie and MilkUp gained new and important recognition of the design world by winning the “Red Dot Award: Product Design” Awarded by a jury of independent experts. The major representatives of the sector participated in the competition and the victory by Lavazza shows that the new direction of the products impressed the panel with the products by the company, with a design entirely developed by the interior Design Team To the company, was a winning choice.

Launched in 1955 and organised by the Design Zentrum Nordrhein Westfalen, the “Red Dot” design competition is one of the most prestigious awards in the world, and represents a coveted international brand of excellence in terms of quality and design.

“These awards are the result of the great effort, investment and commitment of our people in recent years, a process launched by Lavazza to consolidate its strong position in the portioned coffee segment, a sector in which the company has been a pioneer and has over 25 years of experience in the development, production and marketing of products. The uniqueness of design, practicality and technical specifications of Jolie and MilkUp represent a turning point in the A Modo Mio products, and are re-launching the ambitions of the brand in this segment,” says Pietro Mazza, Head of Lavazza Home & OCS/Vending Marketing.

Jolie is the smallest and quietest coffee machine in the Lavazza A Modo Mio range and produces an authentic Italian espresso. It is the result of the meticulous design by a company that has made the art of preparing espresso its own. A product with a captivating and modern design, Jolie is the epitome of elegance in compact dimensions, available in four colours: red, white, blue and lime.



MilkUp is an induction cappuccino maker from the A Modo Mio range that combines design language comprising strong, colourful and simple elements with a beautiful finish. The colour of the outer shell is a strong contrast, drawing attention to the button. The horizontal motif, a signature Lavazza decoration, is repeated on the rear ventilation grids bear. The stainless steel container can be easily washed and is equipped with an ergonomic handle. The upper part of the lid has a suitable area for storing the whisk. In March of this year, MilkUp also won the International iF DESIGN AWARD for “Product” design in the “Kitchen” category.

Jolie and MilkUp will remain on display for a year at the Red Dot Design Museum in Essen (Germany), the largest contemporary design museum. The two products will also be included in the “Red Dot's Online Presentation” and in the “Red Dot Design Yearbook”.

The Red Dot Award is an acknowledgment of this prestige in product design that Lavazza has added to the logo on the Jolie and MilkUp packaging as an additional communication element, to tie in with the supporting digital campaign, advertising and PR.