Beat: Arts

SUPERMODEL BELLA HADID And World-Renowned DESIGNER ALEXANDER WANG Join MAGNUM

-TAKE PLEASURE SERIOUSLY- In CANNES

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USPA NEWS - On May 10, 2018, MAGNUM was joined at the Cannes International Film Festival by Designer Alexander Wang and Supermodel Bella Hadid to launch their Collaboration for MAGNUM's "Take Pleasure Seriously" Campaign. As part of the Campaign, a Short Film starring Bella Hadid and Alexander Wang was created to celebrate the Craft and Quality that goes into creating the Iconic Range of Ice Creams. In addition, MAGNUM unveiled a MAGNUM X ALEXANDER WANG Limited Edition Handmade Cooler Bag in Celebration of the Distinctive Craft and Expertise that Both Alexander Wang and MAGNUM embody.

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Bella Hadid joined Alexander Wang on Stage in Celebration of MAGNUM's "Take Pleasure Seriously" Campaign to share their Views on the Importance of relishing Life's Pleasures, seizing Moments of Pure Enjoyment and Pure Indulgence. Bella embodied the Effortless Attitude viewed First Hand by the Audience in Person and in her Starring Role in MAGNUM's Latest Short Film, which was screened during the Event.

The Leather-Wrapped Cooler Bag is the Result of a Truly Unique Collaboration with MAGNUM and Alexander Wang. By injecting Elegance and Luxury in to an Everyday Object, the Two Brands have created a Premium, yet Subversive, Accessory to house Expertly Crafted Luxury Ice Cream, Perfect for those who take Pleasure Seriously.

* Photo Cover : Alexander Wang and Bella Hadid unveil exclusive MAGNUM X ALEXANDER WANG cooler bag as part of MAGNUM´s “Take Pleasure Seriously“ campaign.

Source : MAGNUM Ice Cream

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