

# Davidoff Cigars celebrates 50 years of pioneering cigar making

By **Mary Jane Pittilla** on June, 12 2018 | Spirits & Tobacco



To mark Davidoff's 50th anniversary, the Swiss cigar maker will bring back its popular DiademasFinas, to commemorate what would have been Zino Davidoff's 100th birthday



The limited-edition cigar will be available in four different 10-count porcelain jars, which are numbered and contain a humidification device

This year, Davidoff Cigars celebrates 50 years of heritage and innovative cigar making in the spirit of its founder, Zino Davidoff.

To mark Davidoff's 50th anniversary, the Swiss cigar maker will bring back its popular DiademasFinas, a cigar introduced in 2006, to commemorate what would have been Zino's 100th birthday.

The limited-edition cigar will be available in four different 10-count porcelain jars. Each jar is numbered and contains a humidification device. The jars feature four distinct art designs, created by French artist MarianeLéger.

Art designs are also represented on Davidoff's 50th anniversary Caves du Monde humidors and exclusive lighters. A limited-edition ashtray, pipes and pipe tobacco (available outside of the US) complement the 50 Years product offering.

Also, Davidoff will be "filling 50 days beautifully" this summer with special cigar-centered activities. 2

The inauguration will take place in Las Vegas on July 15 and will be followed by a three-day event in Hong Kong. Several retail events at Davidoff flagship stores and select appointed merchants all over the world will follow.

After 50 days, the festivities will culminate with an event in Switzerland, the country where Zino Davidoff opened his first store.

The festivities can be followed on social media via the hashtags #davidoff50 and #50finestmoments, where Davidoff's 50 finest moments will be discovered.

### Davidoff DiademasFinas Limited Edition

Speaking about the Davidoff DiademasFinas Limited Edition, Edward Simon, Head of Global Marketing and Innovation, Oettinger Davidoff AG, said: "Davidoff Master Blenders have rolled everything that makes Davidoff cigars special into this elegant DiademasFinas format.

"If Davidoff had a signature, it would be written with this exceptional DiademasFinas cigar. It's a celebration of our Master Blenders' craftsmanship, built with 10-year-old filler tobaccos from one of our best crops in 2005. The blend has an unparalleled sense of balance and the signature Davidoff sophistication."

The DiademasFinas has an Ecuadorean Habano wrapper, Dominican OlorSeco binder and an all-Dominican blend of filler tobaccos. The cigar has rich aromas of wood, earth, cream, cacao and pepper, as well as floral notes.

Presented in high-end porcelain jars, the cigars will be available at selected merchants and Davidoff flagship stores from July 2018. The quantity is limited to 8,000 jars worldwide.



The jars feature four distinct art designs, created by pioneering French artist MarianeLéger

#### Collaboration with MarianeLéger

Davidoff has turned to the skills of MarianeLéger to create four art designs that reflect the brand's drive for discovery. The French artist blends modern technology with the traditional craft of marquetry and is a pioneer in her craft.

She explored the four corners of the world to learn about the traditions and techniques being applied by the craftsmen from other cultures. The result is a series of four patterns representing the Americas, the Middle East, Europe and Asia.

#### Davidoff 50th anniversary accessories and pipe tobacco

Davidoff has also collaborated with Léger on a collection of four 50th anniversary Caves du Monde humidors, leveraging her skills to inlay hand-woven fabrics into wood.

Limited-edition prestige cigar lighters, created for the 50th anniversary, also carry the four art designs. Made in France, these exclusive and numbered pieces bear a brushed finish, with edges in a

contrasting mirror effect.

To complete the accessories collection, Davidoff will release a limited-edition ashtray and a pipe (outside of the US). Made in Italy, the ashtrays are crafted out of aluminum with a brushed bronze finish. Each piece is encircled with beige structured leather, embossed with the 50 Years logo.

The pipes, limited to 50 pieces worldwide, are made of briar wood from Calabria and feature an embossed 50 Years sterling silver ring.

They will be launched along with a special pipe tobacco limited edition, created to round off the 50th anniversary product offering. The blend is flavored with Kir Royal in a numbered tin featuring the 50 Years logo.

From July 2018, the DiademasFinas Limited Edition, the full accessories collection and the limited-edition pipe tobacco will be available at selected merchants and flagship stores worldwide. The Davidoff 50 Years pipes and pipe tobacco will not be available in the US.