

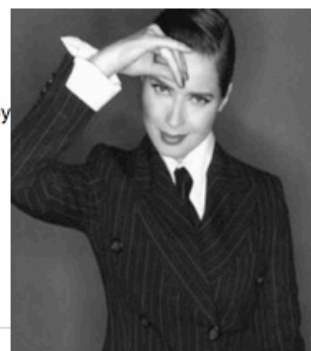
Ice: with Isabella Rossellini to promote Made In Italy in the US

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At a party-event in New York City's Hearst Tower last week, Ice presented its new campaign in the United States, the first stage of a wider project aimed at supporting Made in Italy in the US. The image of testimonial Isabella Rossellini is accompanied by the slogan "Let yourself be charmed by an Italian".

The advertising has already begun with illuminated mega-screens on Times Square, an initiative promoted by Ice and the Ministry for International Trade. The latter is also setting up a 10-million-euro support program for Italian companies in the States.

At the gala two evenings ago, Isabella Rossellini received the "Life in I style icon award" from Umberto Vattani. The president of Ice underscored the appeal the actress, model and television presenter has for American and Italian audiences and spoke about the value of the Italian style of life. The campaign will appear in posters, two commercials (one on television and one on radio), in magazines such as Harper's Bazaar, Town & Country, Esquire, W Magazine, Architectural Digest, and on websites such as style.com and fashionwiredaily.com.



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