

FOR IMMEDIATE RELEASE

Press Statement 16/2020

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Page 1 of 4

1664 Blanc Partners with Nerdunit for Good Taste with a Fashionable Twist

Exclusive fashion collaboration with Malaysian streetwear label and virtual launch a first for the fastest-growing premium beer brand in Malaysia

SHAH ALAM, 5 June 2020 – 1664 Blanc, the fastest-growing premium brand in Malaysia, gave a chance for fans and fashionistas alike to experience French elegance embodied in an exclusive streetwear collection through the first-ever virtual fashion launch for a beer brand on our shores!

Drawing from the brand's ethos of sharing good taste, 1664 Blanc has a long and rich history of collaborating with international designers such as Christian Lacroix and Philippe Starck to share good taste with a twist. This is the first time the brand is collaborating with an Asian designer – none other than Malaysia's leading urban fashion brand Nerdunit – who gained international prominence and critical popularity since the brand was founded in 2011.

1664 Blanc's cool French chic and distinctive blue and white brand imagery were the inspiration behind Nerdunit's latest line-up which includes a limited-edition reversible bomber jacket, a t-shirt with Nerdunit's signature flight tag accessory, a pouch, cap and mobile phone pop-socket.

The 1664 Blanc X Nerdunit collection was launched at a virtual party on 1664 Blanc's Facebook page, a first for both brands, where 1664 Blanc showcased "sharing good taste with a twist" through Nerdunit's contemporary streetwear collaboration as a homage to the unique hint of citrus characteristic of the French-style wheat beer and its elegant blue bottle.

Hosted by 1664 Blanc ambassadors Venice Min, Josh Kua, Neal Edwin, Brynn Lovett and Sanjna Suri, more than 18,000 fans enjoyed the virtual fashion show catwalk and performances from the ambassadors and a post-launch afterparty with games where viewers stood to win merchandise from the collection as well as exclusive discount codes for 1664 Blanc purchases from Carlsberg Malaysia's official store on Shopee.

Speaking on the collaboration and launch, Caroline Moreau, Marketing Director of Carlsberg Malaysia, said, "As the fastest-growing premium beer brand in Malaysia, 1664 Blanc is the perfect brand to marry classic French elegance to modern Malaysian fashion through this unique collaboration with Nerdunit, the result of which is one of the most exciting streetwear collections launched this year and available exclusively through Nerdunit's boutique and 1664 Blanc's consumer promotions."



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“Our inspiration for the launch was the duality of 1664 Blanc’s good taste – an excellent brew and elegant brand that inspires our consumers to show and share good taste with a twist. Since we cannot share good taste in person during these times, we eschewed a traditional launch event for a virtual one, the first of its kind for a beer brand here, riding on the growing global popularity of ‘cloud parties’ to engage our consumers with an exciting launch they could experience and participate in while celebrating responsibly in the comfort of their own homes,” Moreau added.

Due to overwhelming demand, 1664 Blanc has extended its consumer promotions to 31 July where purchases of two eight-can promotional packs from Carlsberg Malaysia’s official store on Shopee comes with the limited-edition t-shirt, two 500ml cans of 1664 Blanc, and the chance to win other exclusive merchandise from the collection.

Fans can also stand to win 1664 Blanc X Nerdunit merchandise simply by snapping and sending a photo of the receipt from purchases of any eight-can promotional pack of 1664 Blanc from participating supermarkets and hypermarkets, which also come with one free 500ml can of 1664 Blanc.

In convenience stores, purchases of 1664 Blanc products worth RM20 and above from now until 30 June will entitle consumers to win the exclusive 1664 Blanc X Nerdunit pouch.

For more information, visit 1664 Blanc’s Facebook page at www.facebook.com/1664BlancMY or bit.ly/1664BlancOutlets for the full list of participating outlets.

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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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1664 Blanc 与 Nerdunit 跨界合作，演绎独具风味

马来西亚增长最快的精致啤酒品牌首度举行虚拟发布会，展现首次与本地潮流品牌联名系列

莎亚南 5 日讯 – 马来西亚增长最快的精致啤酒品牌，1664 Blanc 跨界推出独家街头服饰系列，让粉丝和潮人在线体验法式典雅风情，成为全国第一个举办虚拟时装发布会的啤酒品牌！

1664 Blanc 秉持“分享美好风味”的精神，曾多次与国际著名设计师合作，其中包括法国时装设计师克里斯汀·拉克鲁瓦（Christian Lacroix）及法国设计鬼才菲利普·斯塔克（Philippe Starck）。1664 Blanc 首次与亚洲设计师联名合作，而对象归于马来西亚知名潮牌 Nerdunit，该品牌自 2011 年创立以来，品牌知名度已经走上了国际舞台。

此联名系列的灵感，除了取自 1664 Blanc 的法式典雅风情之外，也少不了以蓝白为主的品牌形象，而单品包括限量版双面飞行员夹克（reversible bomber jacket）、附有 Nerdunit 著名飞行标签的 T 恤、手提包、棒球帽，还有手机气囊支架。

早在 5 月揭幕的 1664 Blanc X Nerdunit 联名系列，以“虚拟派对”概念，透过 1664 Blanc 官方脸书正式发布，双方也是首次举办线上发布会。1664 Blanc 与 Nerdunit 为观众演绎“独具风味”，透过服饰单品展现这瓶法式小麦啤酒，以蓝色绽放典雅风格，所献上的独特柑橘味。

此虚拟时装秀一共吸引了将近 1 万 8 千人观看，而主持人包括 1664 Blanc 品牌大使陈慧敏（Venice Min）、柯信捷（Josh Kua）、尼尔·艾德温（Neal Edwin）、布琳·洛维特（Brynn Lovett）和珊莎纳·苏丽（Sanjna Suri），同时也为观众献上服饰走秀和精彩表演。在“庆功宴”上，各位品牌大使和观众在线互动，透过游戏方式让观众赢取联名系列单品，还可获取独家 Shopee 折扣码，在 Carlsberg 官方旗舰店以优惠价购买 1664 Blanc。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“1664 Blanc 是马来西亚增长最快的精致啤酒品牌，这次与 Nerdunit 的联名可说是绝配，完美结合了法国的经典优雅风情和马来西亚的现代时尚风格，其结果是今年最受关注的联名系列之一，若消费者想要购买任何联名单品，只能通过 Nerdunit 的旗舰店，或参与 1664 Blanc 的促销活动得到。”

柯诺琳补充说：“为了让发布会锦上添花，我们结合了 1664 Blanc 具有的双重性 – 优质的酿造，典雅的品牌；以唤起消费者勇于展现并分享独具风味。这段时期，因为无法在现场亲自分享美好风味的情况，我们突破传统模式，成为本地第一个举办虚拟发布会的啤酒品牌，应用当今红遍全球的“线上开趴”概念，让消费者在自己的家中，不仅能理性饮酒，也能体验这项激动人心的发布会。”



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由于反应热烈，1664 Blanc 将延长促销活动至 7 月 31 日。打开 Shopee 软件，搜索 Carlsberg 官方旗舰店，购买 2 件八罐装的 1664 Blanc，就可获得独家限量版 T 恤，还可免费获赠 2 罐 500 毫升的 1664 Blanc，甚至有机会赢取该联名系列中其他独家单品。

消费者也可在指定超市或霸市购买八罐装的 1664 Blanc，使用手机拍下收据，然后发送至官方号码，就有机会赢取 1664 Blanc X Nerdunit 联名系列单品，还可免费获赠一罐 500 毫升的 1664 Blanc。

此外，消费者可从即日起至 6 月 30 日，到便利店购买 1664 Blanc，消费 20 令吉或以上，就有机会赢取 1664 Blanc X Nerdunit 联名手提包。

欲知更多详情，请浏览 1664 Blanc 官方脸书（www.facebook.com/1664BlancMY），或登入 bit.ly/1664BlancOutlets 查看有进行促销活动的商店。

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