



COMPANY PROFILE





A NEW CHAPTER

For more than ten years, 24Bottles has designed objects that naturally become part of everyday life. Born in Bologna in 2013 from the shared vision of Giovanni Randazzo and Matteo Melotti, what began with a reusable bottle has grown into a global Italian design brand, recognised for bringing together beauty, functionality and contemporary design.

Today, 24Bottles opens a new chapter.

Hydration remains at the heart of what we do, but the way we think about it has evolved. Our products are no longer just objects to carry from one place to another. They become part of everyday rituals, adapting to different moments, lifestyles and the people who choose them.

This evolution is expressed through Fill Yourself.

It begins with a simple gesture - filling a bottle - but speaks to something much broader: the idea that what we choose to *fill* our lives with shapes the way we *feel*. Curiosity, creativity, wellbeing, meaningful relationships and authentic experiences all become part of that journey.

Rooted in the principles of Italian design, 24Bottles creates objects that leave room for individuality. We design with the belief that the best objects are not those that define the people who carry them, but those that evolve with them, becoming a natural expression of who they are.

WE
BELIEVE
GOOD
DESIGN
ELEVATES
EVERYDAY
LIFE.

OUR VISION

To become the global Italian design brand that
turns hydration into everyday pleasure.

We believe good design elevates everyday life: by combining Italian design, functionality and personal expression, we transform an everyday habit into an experience people genuinely enjoy.

OUR MISSION

We bring Italian design to everyday essentials.

Conceived light, built compact, shaped by your touch.

We design Italian. Our products are not just made to perform beautifully: they are designed to grow with the people who use them, adapting to different moments, routines and ways of living.



WE CREATE
TO BELONG,
EVOLVE TO
LAST, AND
SHAPE TO
FEEL YOURS.
WE DESIGN
ITALIAN.

OUR PURPOSE

We create to belong, evolve to last, and shape to feel yours. We design Italian.

Creating objects that adapt, evolve and become more personal over time. **Rather than designing products that are the same for everyone, we create objects that leave room for people to express who they are:** we design the Italian way.

FOUNDED
IN

2013

RETAIL
PARTNERS

900⁺

COUNTRIES

70



BEYOND SUSTAINABILITY: DESIGNED WITH INTENTION

At 24Bottles, we believe that creating positive impact means taking responsibility beyond our products. As we have grown, so has our understanding of what it means to be a responsible business. Today, we feel a duty to contribute not only to the environment, but also to the people and communities around us. Since becoming a Benefit Corporation in 2019, this commitment has shaped the way we design, collaborate and create long-term value.

Our commitment is measured through tangible results. In 2025, **we supported 824 organisations in their transition towards plastic-free hydration**, including **25 public institutions** and **17 non-profit organisations**, while engaging students, local communities and social organisations through educational projects and volunteering initiatives.

Every reusable bottle is designed to replace single-use habits. **Products sold in 2025 have the potential to avoid the use of more than 216 million single-use plastic bottles every year**, preventing over 147 tonnes of plastic waste every month and an estimated 17,000 tonnes of CO₂e emissions. At the same time, we continue working with our suppliers to increase recycled materials, improve packaging and reduce emissions across our supply chain.

For a complete overview of our environmental, social and governance commitments, performance and methodology, please refer to our Impact Report, available at 24bottles.com.





FILL YOURSELF

The objects we choose to carry every day often become part of our identity. They follow us through different places, routines and moments, quietly reflecting the way we live.

For years, 24Bottles has designed objects to accompany this everyday ritual. Today, that idea has evolved into **Fill Yourself.**

More than a claim, it is a way of looking at everyday life. **It starts with hydration, but extends far beyond it.** It is an invitation to choose what deserves space in our lives: the people we connect with, the experiences we collect, the ideas that inspire us and the habits that make us feel more present, balanced and ourselves.

In this sense, *fill* is also about *feel*. Not simply filling a bottle, but filling life with what helps us feel better, more connected and more authentic.

This is the role we believe design can play. Not to define who people should be, but to create objects that naturally become part of their everyday lives: leaving room for interpretation, personal expression and the stories that make each one unique.

24LABBING

Fill Yourself invites people to express themselves. 24Labbing is where that expression takes shape.

24Labbing invites people to step inside the creative process. Guided by our Labbers and in collaboration with artists and designers, every experience becomes an opportunity to reinterpret a 24Bottles object and make it uniquely yours.

Through live screen printing, handcrafted illustrations, engraved details and the application of interchangeable base discs, each intervention adds a new layer to the original design. Rather than altering its identity, these techniques enrich it, transforming an industrially designed object into a one-of-a-kind piece shaped through creativity and human interaction.

More than a workshop, 24Labbing is a shared act of creation. It reflects our belief that **the most meaningful design is never finished when it leaves the factory: it continues to evolve through the people who use it, interpret it and leave their own mark.**





OUR FLAGSHIP STORE

Located in the heart of Milan, our Flagship Store is where the 24Bottles world comes to life.

A place where people are welcomed to experience the brand in their own way: whether refilling their bottle with fresh water, discovering a new collection or creating their own 24Bottles alongside our team.

Creativity is part of the everyday experience. Through 24Labbing, artist collaborations and community events, people are invited to personalise their products, experiment with new techniques and take part in the creative process alongside our Labbers.

The result is more than a store. It is a place where design is shared, conversations happen naturally and every object becomes a little more personal.



OUR GLOBAL COMMUNITY

From its roots in Bologna, 24Bottles has grown into a global Italian design brand, present in 70 countries across Europe, North America, Asia-Pacific and the Middle East.

Our products are available through a carefully curated network of premium retailers, department stores and design destinations.

This international presence has opened the door to collaborations with some of the world's leading brands, designers and cultural institutions, extending the 24Bottles vision far beyond the product itself.

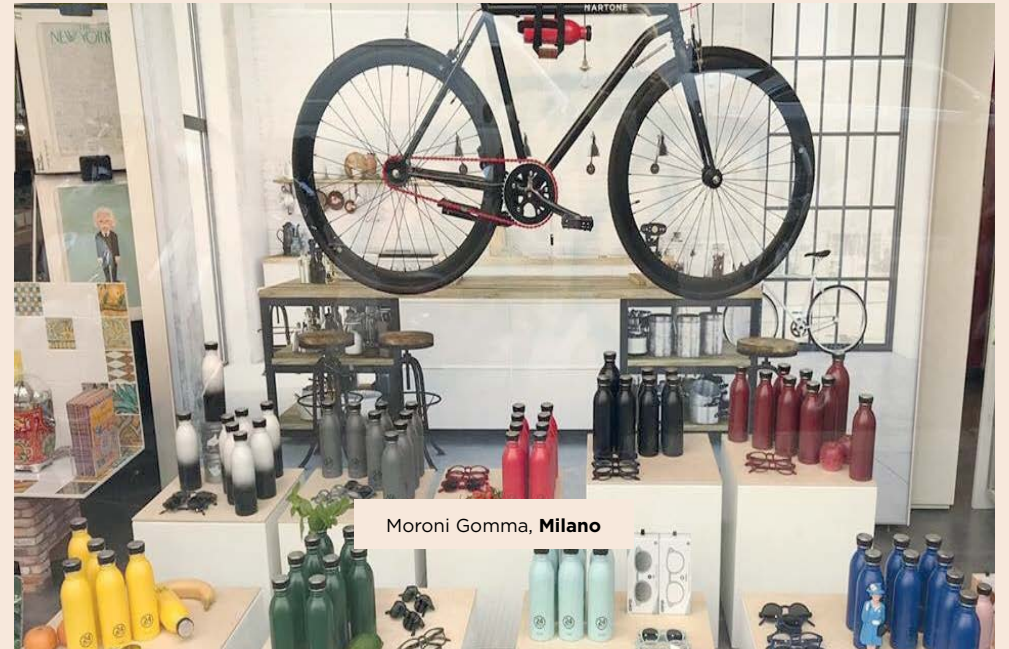


Lafayette, Shanghai





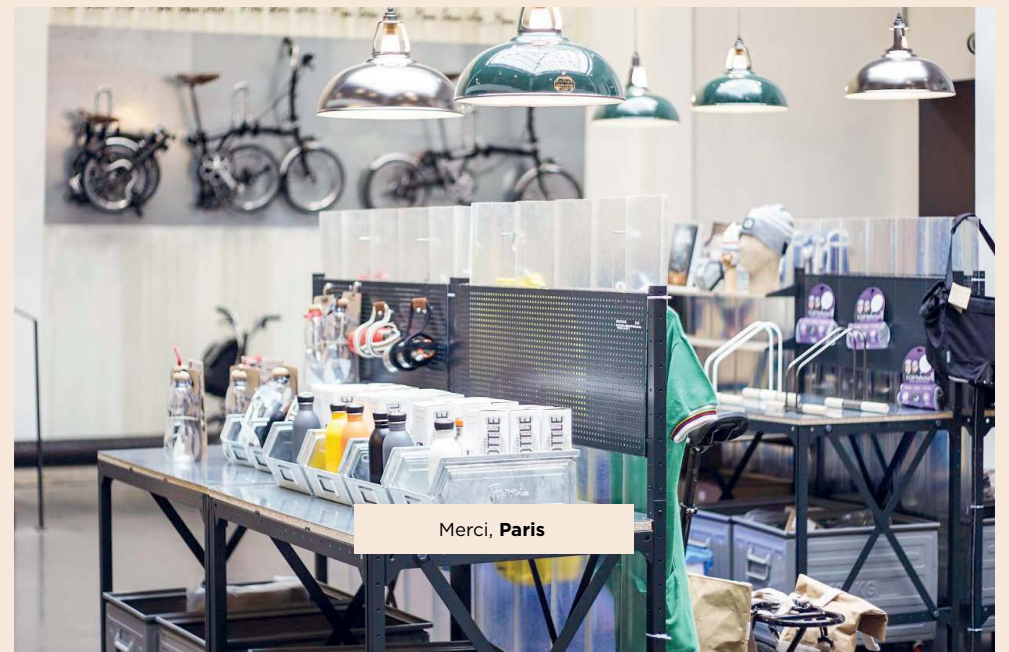
Schafferer, **Freiburg**



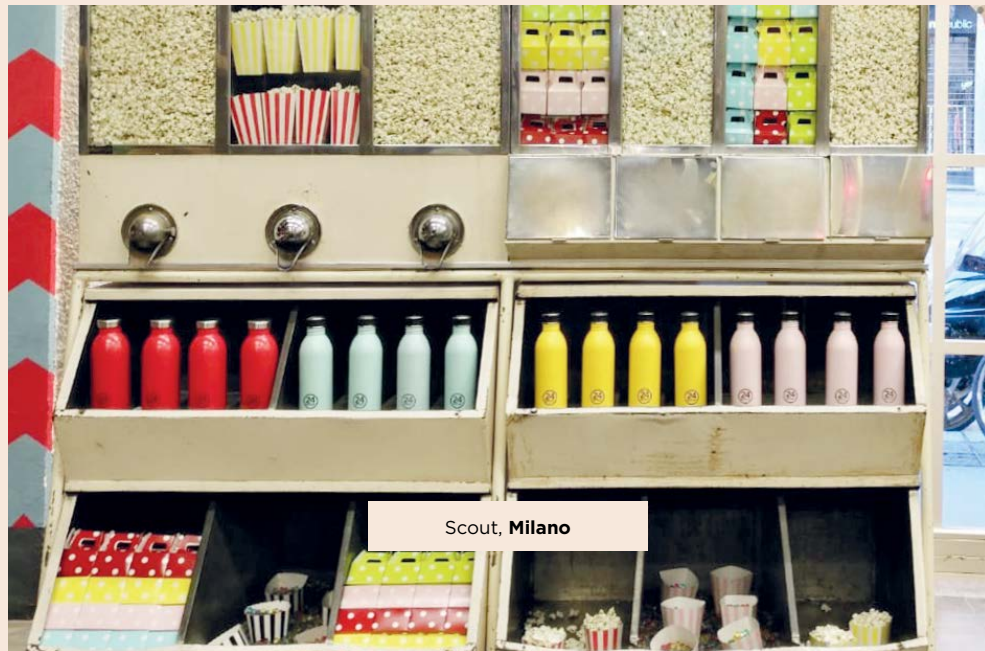
Moroni Gomma, **Milano**



Louvre, **Abu Dhabi**



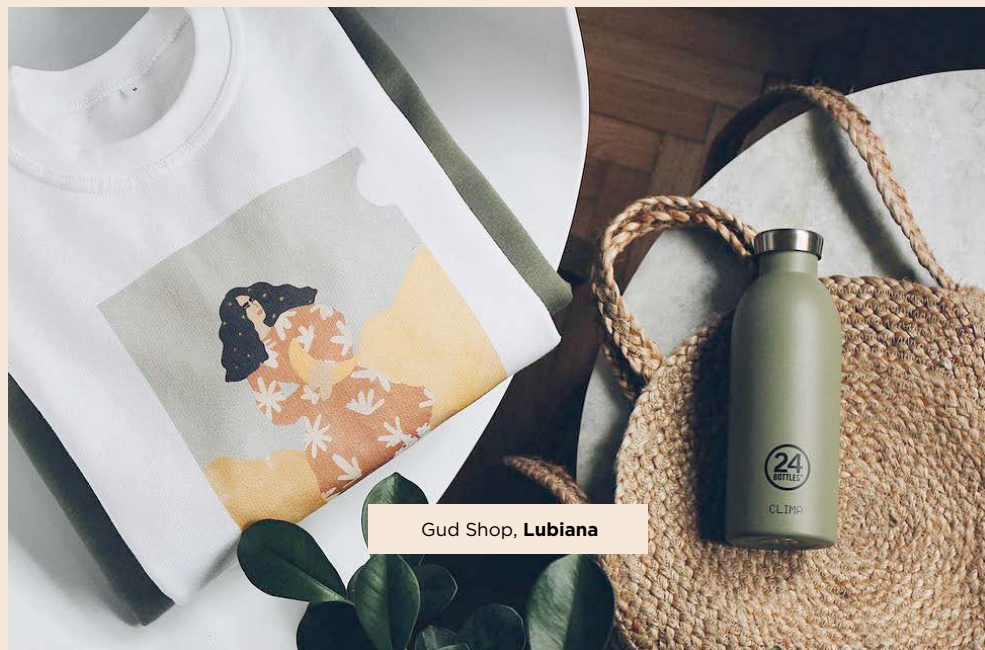
Merci, **Paris**



Scout, Milano



Hutspot, Eindhoven



Gud Shop, Lubiana



Drei, Paris

OUR GLOBAL COMMUNITY

NOTABLE RETAILERS


de Bijenkorf

MANOR*

 LE GALLERIE
DEGLI UFFIZI

 eslite 誠品

ARNOTTS

 LOTTE

Merci

*Galeries
Lafayette*

MUSEO
THYSSEN-
BORNEMISAZA

 اللوفر أبوظبي
LOUVRE ABU DHABI

K11


KUSTERMANN

fleux
PARIS

FONDATION
LOUIS VUITTON

El Corte Inglés

Neiman Marcus

RINASCENTE

ALTERMUNDI

SEVOKOREA

Schaffner



CREATIVE DIALOGUES AND COLLABORATIONS

Collaboration has always been part of the way we design.

Over the years, 24Bottles has partnered with leading brands across fashion, design, automotive and lifestyle, bringing together different creative languages through a shared appreciation for Italian design, innovation and contemporary culture.

From Vivienne Westwood, Dior, Fendi, Stone Island, Ferragamo, Automobili Lamborghini and SMEG, every collaboration begins with the same ambition: to reinterpret everyday objects through a new creative perspective while remaining true to the identity of both brands.

These projects extend far beyond product design. They become opportunities to explore new techniques, tell new stories and create meaningful experiences that connect communities through creativity.





Vivienne Westwood



Stone Island



Fendi



SMEG



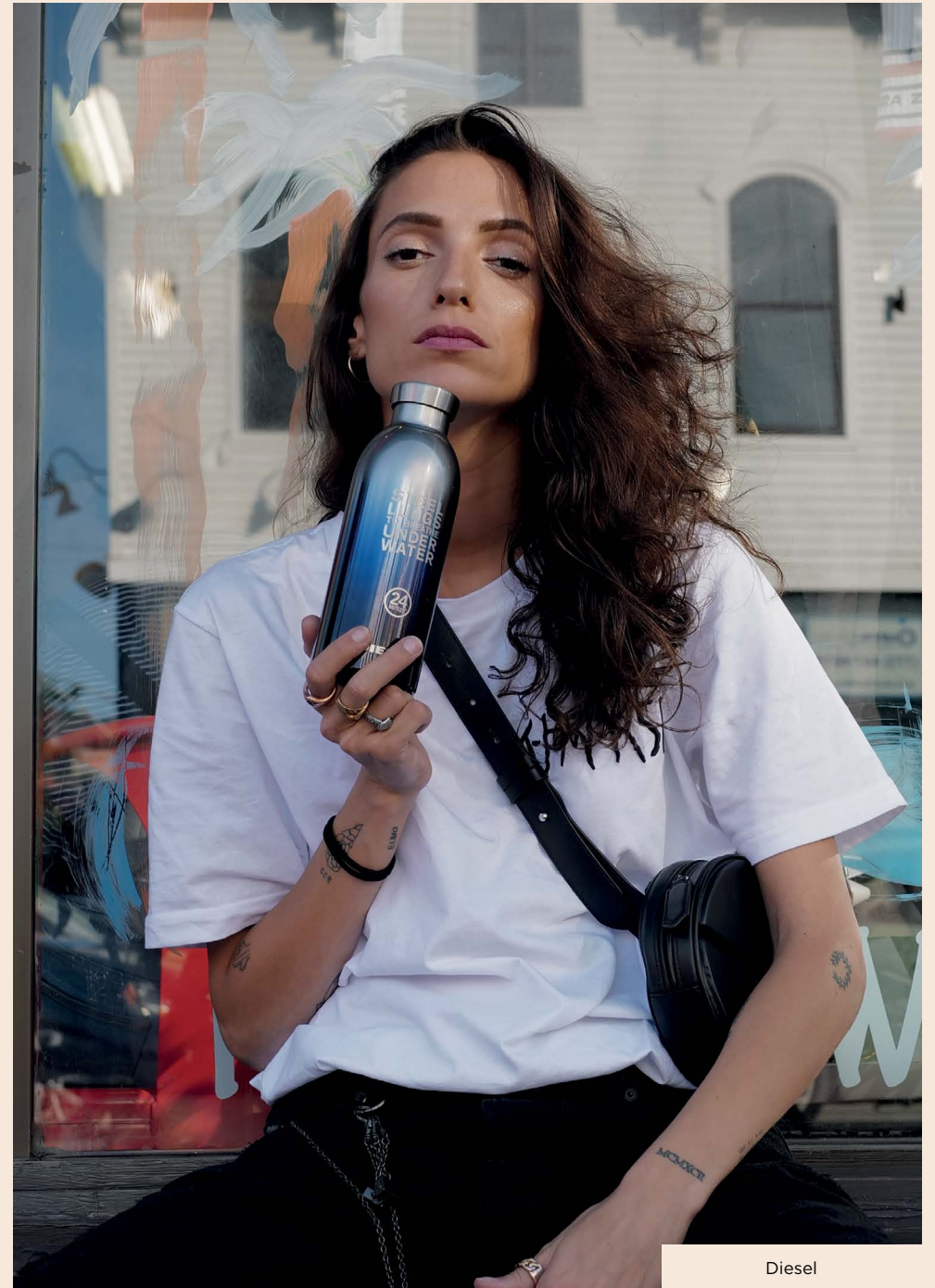
Ferragamo



Dior



Lamborghini



Diesel



Inter



AC Milan



Bologna FC



Juventus

CREATIVE DIALOGUES AND COLLABORATIONS

NOTABLE PARTNERS



sky

adidas
RUNTASTIC

C.P.
COMPANY

Vivienne
Westwood



SELFRIDGES & CO

EATALY
ALTI VANI

naturasi



Lufthansa

Virgin
active

smeg



SOLO POMODORO
MUTTI



WAMI

brt

Hapag-Lloyd

DIOR

LVMH

FENDI

CHANEL

Loro Piana

avines

L'OCCITANE
EN PROVENCE

Chiesi

novo nordisk

IMA



diadora

LUXOTTICA

REPLY

sergio rossi



JUVENTUS
JJ



KERING

GIORGIO ARMANI

Chopard

ACQUA
DI
PARMA



FLOS

VAIO

McKinsey
& Company

NALESSO

Deloitte.



BRAND ACTIVATION

Every activation is an invitation to connect.

We bring together people from different backgrounds, interests and creative communities, creating moments where design becomes a reason to meet, create and enjoy time together.

Through artists, 24Labbing and shared experiences, everyone is invited to contribute, exchange ideas and leave their own mark.

More than events, these are moments of creativity, connection and belonging.



BRAND ACTIVATION

OUR BRAND CAMPAIGN AT MILAN DESIGN WEEK 2026

For Milan Design Week 2026, 24Bottles transformed its iconic Daydreaming pattern into its largest brand activation to date, bringing the campaign beyond the product and into the city.

Inspired by the concept *See Differently. Imagine More.*, the project invited people to challenge their first impression and embrace new perspectives. What one person sees as a flower, someone else might recognise as something completely different. Daydreaming celebrates this freedom of interpretation, reminding us that creativity begins when we look beyond what is immediately visible.

Guided by the Daydreaming Design Map, visitors explored a curated journey connecting the Dreamy Kiosk and Fioraio Bianchi in Brera, our Flagship Store, the 24Bottles space at Rinascente and our collaboration with the Italian design brand Zafferano. Each destination revealed a different expression of the campaign through immersive installations, live artist sessions and exclusive editions.





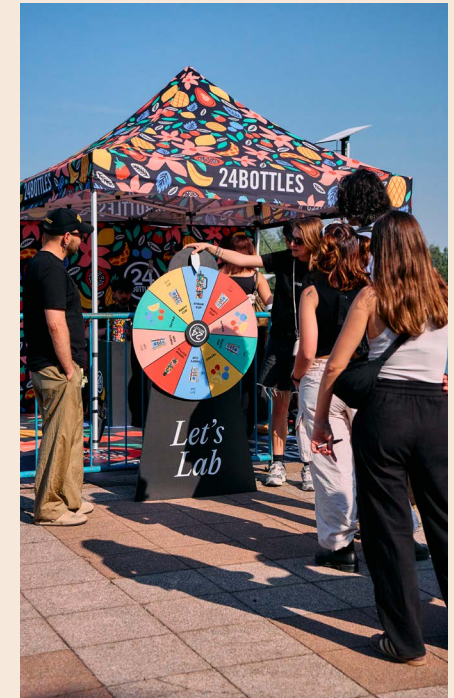
BRAND ACTIVATION

24LABBING AT MI AMI FESTIVAL

At the 20th edition of MI AMI Festival, one of Italy's most iconic festivals dedicated to independent music, 24Bottles brought 24Labbing into the heart of a community that shares the same values of creativity, authenticity and self-expression.

Throughout the festival, people created alongside our Labbers to enrich their Party Cups with 3D illustrations. Around the table, people exchanged favourite artists, suggested concerts not to miss and shared stories while creating together.

The experience continued beyond the workshop. Carried from stage to stage and refilled throughout the day at the 24Bottles Water House, every Party Cup became part of the festival itself. Alongside each refill, visitors were invited to answer one simple question: "What would you like to refill today?" Whether it was the favourite artist's music or time with friends, every answer gave new meaning to an everyday gesture: turning a simple refill into a moment of reflection and connection.





BRAND ACTIVATION

REACTIVE PARTY: CELEBRATING THE 10TH ANNIVERSARY IN BOLOGNA

In 2023, ten years after founding 24Bottles in Bologna, we returned to the city where our journey began to celebrate this milestone with the people who have been part of it.

To celebrate ten years of 24Bottles, we looked back at the idea that inspired us from the very beginning: leave a mark, not a footprint.

The launch of the REactive Collection became the symbol of this milestone. Featuring a colour-changing finish that reacts to cold drinks, the collection transformed hydration into an interactive experience, reminding people that even the simplest everyday gesture can spark curiosity and joy.

More than an anniversary party, the event brought together our community for an evening of live music and live artist sessions. People personalised their Party Cups alongside our artists before carrying them throughout the celebration, turning every cup into a unique reminder of the night.





BRAND ACTIVATION

EYES ON FUTURE: VAN ORTON X 24BOTTLES COLLECTION

During Milan Design Week 2024, 24Bottles partnered with Italian design duo Van Orton to bring together design, street culture and community through a week of shared experiences.

The collaboration came to life at Court Milano, where freestyle performances by the DaMove Crew, a basketball game between Milan and Bologna organised with ZonePlus, and dedicated social spaces created an open invitation to meet, connect and experience the collection together.

The exclusive Van Orton Party Cups became part of the experience, while the Bonora Brothers reinterpreted the collection live through 24Labbing, transforming each product into a unique piece shaped together with the community.

The journey continued throughout the week at our Flagship Store, where visitors discovered the collection, met the artists and experienced the creative process firsthand.

Van Orton x 24Bottles celebrated the ability of Italian design to bring together different creative worlds and turn them into a shared experience.



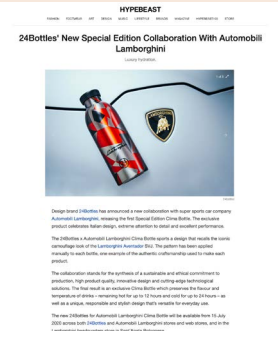
PRESS

For 13 years, 24Bottles has stayed ahead of the curve, pioneering shifts in everyday habits.

What started as a movement for a more conscious lifestyle quickly evolved into a cultural phenomenon. By introducing this vision to fashion and partnering with industry pioneers, 24Bottles turned an essential item into an iconic, trendsetting accessory.

As the category went mainstream, 24Bottles solidified its role as a trusted name in the industry, anchored in authentic Italian design, craftsmanship, personal expression, and a deep, genuine connection with its community.

Celebrated by leading publications and fashion editors, 24Bottles continuously proves how good design elevates everyday life.



WWD

HYPEBEAST

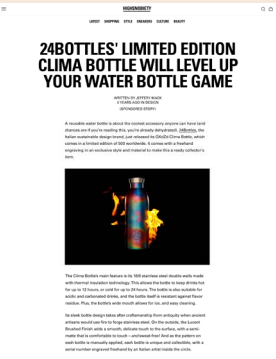
HIGHSNOBIETY



INTERNI

VOGUE

designboom®



HIGHSNOBIETY

POSH MAGAZINE

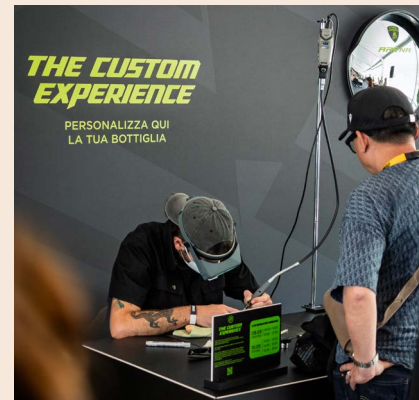
POSH

TRADE SHOWS & EVENTS

Maison & Objet, Paris
Pitti Uomo, Florence
Milano Home, Milan
Ambiente, Frankfurt
Top Drawer Olympia, London
ISPO, Munich
PSI, Dusseldorf
FIMI, Valencia
Schick - Salzburg

Demodefabriek, Amsterdam
Tokyo Gift Show, Tokyo
Intergift, Madrid
Show Up, Amsterdam
Reed Gift Fairs, Sydney
Trendset, Munich
Nordstill, Hamburg
CIFF, Copenhagen





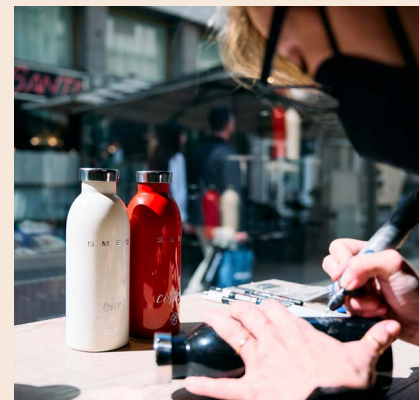
24Lab Live x Automobili Lamborghini @ Lamborghini Arena 2026

Building on a long-standing collaboration between 24Bottles and Automobili Lamborghini, 24Lab Live brought our shared passion for design and innovation to Lamborghini Arena at Imola Circuit. VIP guests could personalise their pieces through live engraving with our artist, while younger guests enjoyed a dedicated creative space to personalise Lamborghini Kids Bottles.



24Bottles x Gaia Clima Bottle Launch Event @ Vivienne Westwood, London

Gaia Clima Bottle London launch event took place ahead of World Water Day, in the exclusive Mayfair, with cutting-edge and interactive art installations, zero waste cocktails, freehand engravings, and a Q&A session to raise awareness of the effects of climate change and the future of our planet.



SMEG x 24Bottles Experience

Two icons of Italian design come together through a shared vision of style, functionality and innovation. The collaboration pairs SMEG's distinctive aesthetic with 24Bottles' design in an exclusive collection of Urban and Clima Bottles, brought to life through coffee, live art and personalisation experiences in SMEG Flagship Stores across Italy.

24Bottles is a registered trademark of:
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