

# LAMY

Design. Made in Germany.

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## LAMY safari pastel – Special Edition 2019

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**They may sound like deliciously sweet macarons, but they are actually this year's special edition colours for the bestseller, the LAMY safari: rose powder, blue macaron and mint glaze. A trio of delicate pastel shades that will whet your appetite for spring.**

In fashion, in interior design, in accessories: pastel colours are everywhere at the moment, radiating their very special softness. And spring is establishing itself on the desktop, too – with notebooks, highlighters, Post-it notes and now writing implements in delicate pastel shades.

The LAMY safari pastel Special Edition includes three colours - delicate pink, pale blue and mint green – each across three writing systems: fountain pen, ballpoint pen and rollerball.

The LAMY safari is one of the world's bestselling writing instruments. Its popularity is due above all to the interplay between timeless design and perfect ergonomics. Its distinctive recessed grip ensures a very high level of comfort when writing, which is why the LAMY safari is prized by people who spend a lot of time writing. The other reason is the annual special editions which keep the series fresh and exciting.

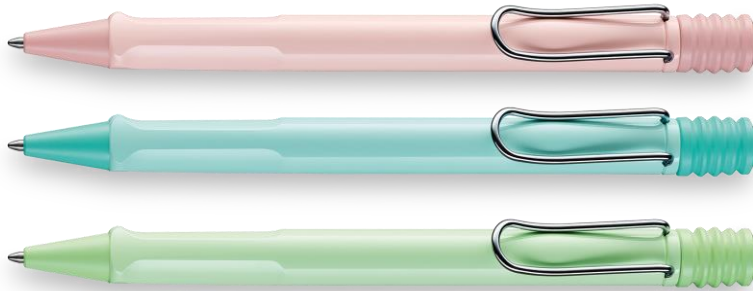
### LAMY safari pastel Special Edition



LAMY safari pastel – fountain pen

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LAMY safari pastel – ballpoint pen



LAMY safari pastel – rollerball

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## **About Lamy**

Throughout the world, the LAMY brand stands for high-quality designer writing instruments defined by their timeless modern aesthetics and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: in 1966, this model established the clear and unmistakable design which still defines the style of all the brand's products today – the Lamy design. As an independent family business, Lamy has been associated with Heidelberg since it was first founded in 1930 and therefore guarantees consistent high quality, "Made in Germany". With an annual production of over 9 million writing instruments and turnover of over 130 million euros in 2017, Lamy today is not only the market leader in Germany, but has developed to become an internationally sought-after brand. Lamy records around half of its turnover outside Germany. Today the brand is represented around the world in more than 80 countries with over 15,600 sales outlets, including around 200 mono-brand stores. The company continues to set trends, not just through its annual special editions and has inspired writing enthusiasts around the world with its innovative colours and surface finishes. In this way, Lamy continues to reinvent itself and proves that a writing instrument is more than just an everyday object: it is a genuine lifestyle accessory which expresses the pleasures of writing by hand and highlights the individuality of the owner.

To read more about Lamy, go to [www.lamy.com](http://www.lamy.com)