



C. JOSEF LAMY GMBH  
Grenzhöfer Weg 32  
69123 Heidelberg  
lamy.com

Florentine Hötzel  
Communications Manager  
Telefon: +49 6221-843 117  
Fax: +49 6221-843 339  
E-Mail: [presse@lamy.de](mailto:presse@lamy.de)

## **Lamy through the year: The new Special Editions for 2023**

*Heidelberg, December 2022*

**The new special editions of the LAMY AL-star, LAMY joy and LAMY safari series offer universal design with innovative colours and finishes to persuade any buyer. The LAMY AL-star becomes a special statement piece in the sophisticated colours lilac and petrol. LAMY joy in strawberry celebrates the positive energy of bright red. Equally intense and with a striking optimism are the new shades for the LAMY safari: springgreen, aquasky and lightrose.**

### **LAMY AL-star petrol & lilac**

A real gem: the colours really shine, especially in combination with the subtly gleaming anodized surface, giving these writing instruments a velvety look. The decorative clip in polished chrome provides a high-gloss accent. This high-quality writing instrument blends seamlessly into the aesthetics of everyday companions as an accessory to items such as notepads, smartphones, tablets or electronic notebooks - whether fountain pen, ballpoint pen or rollerball

The Special Edition LAMY AL-star will be available from February 2023, online and from specialist retailers. A matching LAMY ink-x ink eraser is also available.

### **LAMY joy strawberry**

A must-have for anyone who wants to add a confident and individual touch to their handwritten texts. With a finely balanced, ergonomic grip and a finely tapering end, LAMY joy reinterprets the classic calligraphy pen - making it the perfect companion for beautiful and creative writing. The glossy finish really brings out the expressive red of the special edition LAMY joy strawberry. The punchy, concentrated colour highlights the delicate design and the inspiring dynamism contained within the light, precise nib of this calligraphy fountain pen.

The Special Edition LAMY joy strawberry will be available online and from specialist retailers from March 2023.



**LAMY safari: springgreen, aquasky and lightrose.**

The design classic LAMY safari in fresh, radiant pastel colours: the gloss finish works beautifully with this Special Edition colour spectrum in springgreen, aquasky and lightrose, exuding lightness and pure joie de vivre. Writing with an instrument in energetic 'springgreen', the colour the same power and strength of nature coming back to life after winter. A writing instrument in 'aquasky' carries our thoughts into the vastness of a brilliant blue sky and has us floating among the clouds. With the warm pink tone 'lightrose' ideas bloom like spring blossoms on the tree.

The Special Edition LAMY safari range in springgreen, aquasky and lightrose includes fountain pens, ballpoint pens and rollerballs and will be available online and from specialist retailers from April 2023. A matching LAMY ink-x ink eraser is also available.



## **About Lamy**

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. In 1966, the LAMY 2000 model established the clear, unmistakable design language that still characterises the style of all the brand's products today - the Lamy design. Each year, Special Editions continue to set trends and inspire handwriting fans around the world with innovative colours and finishes. By the anniversary year 2026, Lamy will have launched further new models and pioneering product concepts.

As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as its only production centre, guaranteeing consistently premium quality "Made in Germany". Sustainability is the principle underlying all entrepreneurial action in the sense of bringing responsibility into our real lives. Behind this is a clear commitment to positive economic performance under ecologically sound production conditions and corporate social responsibility that helps to strengthen society.

With an annual production of over 8 million writing instruments, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after lifestyle brand around the world. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores.

Lamy is continually reinventing itself, proving that writing instruments are more than utensils: thinking tools. As lifestyle accessories they have become important companions for millions of people, giving expression to their pleasure in writing by hand and expressing their individual personality.

You can find out more about Lamy online at [lamy.com](https://www.lamy.com)