



Design. Made in Germany.

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## LAMY safari candy - Special Edition 2020

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**What brings as much joy as a bagful of colourful candies - and without the sugar hit? The new Special Edition LAMY safari candy. The fresh trio, composed of violet, aquamarine and mango, is reminiscent of pop art, fruit sorbet and sugar icing.**

Intense colour and rich contrast working in harmony: the "Candy" principle is not based on elegant restraint, but on punchy staging. A colourful spectacle, sparkling fireworks, a tribute to colour - that's this year's special edition of the popular LAMY safari series.

The expressive and colourful look of the models is underlined by a matt surface and a special tone-in-tone concept: all details such as the cap lid, clip and spacer ring are matched to the body in violet, aquamarine or mango.

All three colours of the Special Edition LAMY safari candy are available as fountain pen, ballpoint pen and rollerball. If you are also looking for a matching ink, for violet and aquamarine you'll find the right shades in the standard range: the ink colours Violet and Turquoise give the required result. For the colour mango, Lamy is launching a special ink of the same name in a strong yellow-orange.

With this year's special edition Lamy once again proves the versatility and timelessness of the LAMY safari series. Unchanging in design, the model has reappeared again and again over the decades, each time with a new character and in new colours. What makes this possible is its clear and functional language of form, which can be interpreted in a huge range of different ways.

The Special Edition LAMY safari candy is available from April 2020.

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## LAMY safari candy - Special Edition

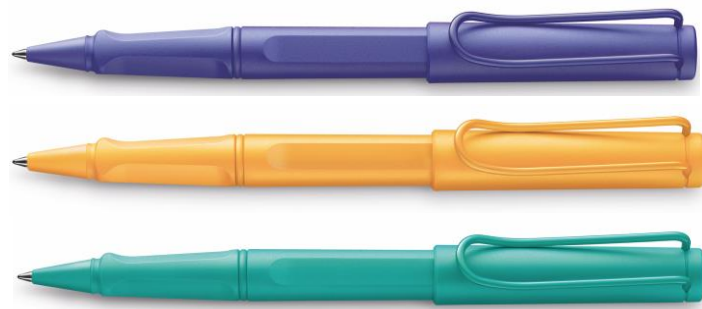
LAMY safari candy – Fountain pen



LAMY safari candy – Ballpoint pen



LAMY safari candy – Rollerball



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## **About Lamy**

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: the model was the foundation stone laid in 1966 for the clear, unmistakable design language which still characterises the style of all Lamy products today – Lamy design. As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as the company base, guaranteeing consistently premium quality "Made in Germany". With an annual production of over 8 million writing instruments and a turnover of over 118 million euros in 2018, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after brand around the world. Premium Writing recorded growth of 30% in the previous year. 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. Alongside all this, the company – not least through the release of a Special Edition each year – is constantly setting new trends and inspiring handwriting fans around the world with innovative colours and surfaces. This is how Lamy is able to continuously reinvent itself and prove that a writing tool is more than an object of utility: it is a genuine lifestyle accessory which lends expression to the joy of writing by hand and underlines the individuality of its owner.

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