



Belvedere Vodka brings the party back to the Cannes Film Festival 2010

Music icon Grace Jones to perform at Le Baron

MARCH 2010 (Cannes, France) – Belvedere Vodka will once again own the best party at the Cannes Film Festival with a highly anticipated performance by music and fashion icon, Grace Jones. Grace will perform on May 18 at the infamous Le Baron nightclub to an influential crowd spanning film stars, directors, musicians and fashion elite. Guests will be invited to try various bespoke Belvedere cocktails including **The Belvedere Crush cocktail**, inspired by the Grace Jones' song, 'Crush', while Grace sings an exclusive set of tracks at the ultimate late night party. As a tribute to Grace Jones and in keeping with Belvedere Vodka's spirit of innovation within the luxury spirits category, the brand has created the 'Crush-ed Case'. The 'Crush-ed Case' is only available in a limited quantity during Cannes and holds the Belvedere range in a beautiful mirrored case, including a chic silver straw and secret compartment with cocktail recipe.

The party will also celebrate the highly anticipated unveiling of the Belvedere Ice Branch Installation (See Addendum 1) designed by contemporary artist Pablo Reinoso. The installation reinterprets the signature Belvedere tree branches and functions as an oversized, sculptural ice bucket to glorify and hold multiple Belvedere bottles. The technological innovation extracts moisture from the air, creating a 'basket' of frozen 'branches' that keep bottles of Belvedere chilled to freezing point. Perfect for hot summer nights, the Belvedere Ice Branch Installation will be on display exclusively during the Cannes Film Festival, and reinforces the brand's credentials of capturing the excitement and energy of the night.

On opening night of the Cannes Film Festival last year, Belvedere Vodka hosted the launch party for Belvedere IX, and guests were treated to a live performance by Debbie Harry at the legendary Le Baron.

**CALL TO ACTION: GRACE JONES TO PERFORM AT BELVEDERE VODKA
AFTER PARTY AT LE BARON**

BELVEDERE VODKA

ADDENDUM 1 – Rendering of Ice Branch Installation



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