

Aero Partners With Matthew Williamson to Create an Exclusive Wrapper Design

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Nestlé Confectionery's bubbly chocolate brand AERO has unveiled a collaboration with British fashion designer Matthew Williamson to create a beautiful limited edition wrapper design.

The new high-fashion design will feature on AERO Milk Chocolate and AERO Peppermint single bars, with stock available from 28th September.

The new-look packaging is an update on Matthew's signature butterfly print; vibrant and beautifully crafted, taking cues from the bubbly nature of AERO's famous texture, while all the time channelling the fun-loving and indulgent spirit that Matthew is best known for. Combining an exciting fusion of soft pink and mint shades, subtly highlighted with luxurious metallic tones, Williamson has created a feminine design that celebrates the key elements of AERO.

Designer, Matthew Williamson said: "When I began gathering inspiration for the design, I instantly saw a synergy between the unique bubbly texture of the AERO chocolate and my past work with the butterfly motif. Both have an essence of spontaneity and feeling free so the basis for my design was clear from the off."

Rob Marsh, Senior Brand Manager for AERO, Nestlé UK & Ireland added: "Matthew Williamson is a well-known high-fashion designer and we are thrilled to have worked with him on this project. These limited edition wrappers are an eye-catching celebration of British design and bubbly AERO chocolate. We're excited to see Matthew's beautiful wrappers on shelves this autumn."

This autumn will also see the total AERO brand benefit from a £2 million media campaign, including Outdoor, Digital and Video On Demand advertising*. Within this, the Matthew Williamson limited edition bars will benefit from bespoke digital activity on Facebook designed to bring the campaign to life.

ENDS

For more information on the Nestlé Confectionery range please contact:
Nestlé UK Press Office on 020 8667 6005 or email nestleukpressoffice@uk.nestle.com

Notes to editors:

- *correct at time of printing
- Nestlé Confectionery's AERO is a much-loved chocolate brand worldwide and is renowned for its light bubbly texture. Launched in 1935, 2015 has seen it celebrate its 80th birthday.
- The Matthew Williamson limited edition designed AERO bars will be launched in the single impulse bar format, in both milk and peppermint flavours, available from 28th September. Visit AeroChocolate.co.uk and Facebook.com/AeroBubblyChocolate for the latest news from Matthew Williamson for AERO and the rest of the AERO family too.

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