

DēLonghi Group

De'Longhi launches the Perfetto 3.0 Global Campaign starring Brad Pitt to solidify its worldwide coffee leadership

Premiered at the Venice Film Festival, the new campaign captures the emotions and experience of the Perfetto coffee ritual

Treviso, Italy - September 8th, 2025 - De'Longhi has launched its third global campaign centered on the world of coffee on the occasion of the 82nd Venice Film Festival, where the brand is a supporter and present with special activations.

The new campaign reflects De'Longhi's continued evolution into a lifestyle brand rooted in Italian design and innovation. This 3rd chapter builds upon a proven track record from recent years, which has supported the Group in growing the business and solidifying its market leadership.

This campaign is set to be the Group's most extensive to date, with significant consumer reach across all traditional, digital, and social media channels, engaging and targeting the broadest possible audience among coffee lovers and prospective consumers to capitalize on increasing espresso coffee penetration and premiumization.

In a first-ever collaboration, **Brad Pitt** and director **Taika Waititi** have created a playful, cinematic film that captures the mindfulness of the *Perfetto* ritual, reinforcing the belief that coffee is not just a drink, but a *Perfetto* experience. In Brad's own words: "*Taika brought the humour, De'Longhi brought the ritual. Together, that was Perfetto*"

The campaign "The Perfetto Instruction for Use" goes beyond the mechanics of making coffee, focusing instead on the sensory details, variety of beverages and quality excellence. Forget the boring instructions, One Touch to transform your coffee moments into a mind-blowing daily experience.

"Our collaboration with Brad Pitt has delivered phenomenal results over the years, and I am thrilled to unleash our third global coffee campaign," stated **Fabio de' Longhi**, the Group's CEO. "This chapter is set to be our most impactful yet, designed to enhance our leadership and fuel consistent growth in the sector, establishing the De'Longhi brand as the benchmark for excellence in coffee and industry success."

Take a closer look at the new campaign: <https://youtu.be/JoVwHzLwFiA>



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The De' Longhi Group is a global leader in the coffee machine industry, with a strong presence in both domestic (with the De'Longhi brand) and professional (thanks to La Marzocco and Eversys). Furthermore, the Group is among the main global players in the household appliance sector dedicated to the world of cooking, air conditioning and home care (with the brands De' Longhi, Kenwood, Braun, Ariete and NutriBullet).

Listed since 2001 on the main market of the Italian Stock Exchange MTA, De' Longhi distributes its products in more than 120 markets worldwide and had over 10,000 employees at the end of 2024. In 2024, it reported revenues of € 3.5 billion, an adjusted EBITDA of €560 million and a net profit of over € 300 million.