



## Royal Dragon Vodka Exclusive Event April 2018, Petit de Palais, Paris - France

As Founder and President of Royal Dragon Vodka, we were delighted to receive the opportunity to take part in an absolutely great initiative, the Charity Event of Mr. Samuel Eto'o and Mr. Laurent Petrynka from 'The Samuel Eto'o Foundation' and the 'International School Sport Foundation'.

At the event which was packed with international Celebrities, Super-Models and International Sport stars we successfully auctioned a hand-blown 3 litre Royal Dragon Vodka bottle to Brazilian Football Star Dani Alves, 104 times Brazilian International and currently playing for the top club PSG in France.

During this exclusive event invitees had a unique chance to be one of the first to have a private preview of 'The Eye of the Dragon'. This 'Miracle to the Eye' and World's Finest and Most Expensive Vodka ever created with a spectacular value of USD 6,200,000.

We founded Royal Dragon Vodka in 2012 and wanted to create more than 'just another spirit brand'. Vodka has been my drink of choice from the moment that I discovered 'nightlife' and, after analysing its business field, I saw a clear opportunity in the upper market segment due to a lack of clear brand DNA and premium lifestyle image from the existing brands. RDV was conceptualised with clear positioning, strong unique selling points and global commercial perspectives in mind and has evolved in a Vodka lifestyle concept with a true customer experience. Within 4 years RDV has gained presence in nearly 30 countries worldwide as well as making a notable footprint in the Duty Free markets.

For creating this spectacular high-end vodka lifestyle concept we designed the RDV brand from the ground up and went all-out when selecting its main ingredients. The RDV concept consists of 5 times distilled superior vodka from the finest available Winter Harvest Organic



Rye from Lithuania, infused with 23.89 karat Swiss Gold Leaves and combines it with impressive hand-blown bottles with a masterly crafted Dragon inside and well thought-out luxury packaging, featuring a hidden brochure and LED light within our boxes.

Royal Dragon Vodka recently finalised a unique project called 'The Eye of the Dragon'. Together with the highly specialised company in rare and fancy diamonds Scarselli from New York. For a period of 8 months we worked full-time with highly skilled artisans on it; A hand-blown 6 litre Royal Dragon Vodka bottle, surrounded and completed with a dragon design and topped with a 50,16 carat very rare, fancy intense yellow natural diamond and of course certified by the GIA. In total 14.788 diamonds are used to make this 'Pièce Unique', a 'Piece of Art' and exceptional Masterpiece. The GIA authorities made as well a unique Monograph of 'The Eye of the Dragon' diamond of 50.16 crt.

'The Eye of the Dragon', created by Royal Dragon Vodka and Scarselli, has not even officially launched yet. *"We felt that this unique event was the right opportunity to pre-showcase it to a select group of persons, who like to support a perfect initiative that matters".*



Scarselli is as well the company that auctioned the biggest fancy vivid green diamond ever, named the 'Aurora Green'. It was successfully auctioned by Christies a short while ago.

It meant a lot to me to be a part of such a positive initiative. I clearly remember how difficult it was to find proper sports facilities as a youngster growing up in a working class environment. Playing football was my greatest and only passion as a child. At that time, Ajax Amsterdam claimed global fame and Johan Cruyff was my superhero. We hope that our sponsorship will contribute in creating further awareness of the Samuel Eto'o and Sport School Foundations and the noble values they represent.

The Paris event and in particular what we have accomplished for the charity, was fantastic. Now I'm back in Hong Kong and there's no time to relax as my team and myself are working on all the challenges of our super-fast expanding Royal Dragon Vodka business. Royal Dragon Vodka has been a great journey so far and it requires hard work and full dedication to become world's best premium vodka. I will however still be committed to charity and will always find time to support initiatives that are close to my heart.

**Michel Morren**

**President-Founder**

**Royal Dragon Vodka - Worldwide**

[Click here to view the video of the event](#)

For more high-resolution photos send us an email: [rachele@RoyalDragonVodka.com](mailto:rachele@RoyalDragonVodka.com)

**Rachele Marchetti - Marketing Representative**