



**"STORM OFF SHOW IN LONDON": AN EXCLUSIVE SIDE EVENT AT THE MV AGUSTA FLAGSHIP STORE**

**Faro by Storm, an absolute new entry in the Storm range will be presented during the London Coffee Festival 2021, on 23rd September.**

*Susegana, 22th September 2021* - The partnership between Storm and MV Agusta London is growing stronger.

The two brands will jointly inaugurate the first day of the London Coffee Festival, a festival celebrating London's vibrant coffee culture, hosting more than 250 coffee artisans and involving participants in countless tastings and demonstrations.

**On 23rd September**, MV Agusta's flagship store will host the "Storm Off Show London", a side event where Storm will unveil Faro grinder by Storm, the new addition to its range. Guests will have the opportunity to discover this cult accessory among free food, an open bar, and a DJ set.

Storm conceived, designed, and developed Faro by Storm in its artisan perspective, following the philosophy of espresso as a sensory experience. At this event, guests will also find a fully customised MV Agusta Storm motorbike.

Therefore, the two brands are united once again around the desire to offer their admirers unique experiences, connecting them even more closely to their shared philosophy. Storm and MV Agusta's values in common are continuous research, innovation, technology, and a love of design.

As they are both custodians of craftsmanship, an exciting event like the London Coffee Festival can only increase the desire to create new opportunities to redefine the concept of luxury.

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**Media note** | ATCommunication

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