



Astoria turns the spotlight on Hollywood at the 2022 Paris Coffee Show

Pop colours and retro design light up the fashion city with unmistakable style.

Paris, which has always been a symbol of trends and style, is undoubtedly the ideal city to launch, on the French market, Astoria's iconic machine: Hollywood. A product inspired by 1970s film culture. Visitors to the Paris Coffee Show, to be held from 10 to 12 September in the French capital, will be able to see it up close and enjoy a glamorous and captivating journey into the world of Italian espresso.

Hollywood winks at colourful graphics and bold contours. The stripes, true protagonists of a totally pop and alternative design, make the product essential but at the same time psychedelic, as the fluid curves attract the customer's attention. Characterised by a panel on the back hosting vertical stripes, illuminated by shimmering LEDs, the machine is compact but with a refined, enveloping and original style. It's perfect for adding personality to environments with a bold and unmistakable imprint.

The machine will be on display at Parc Floral - Booth A1 Hall 3 - to give a unique experience to all attendees, making them feel enveloped by an engaging groove.