

Victorinox makes a splash with Classic Colors multi-tool collection



Measuring 58-mm in length, these vibrant small multi-tools feature a blade, a nail file, a screwdriver, scissors and a key ring; plus, all Cellidor models include tweezers and a toothpick



Victorinox has unveiled a bright new multi-tool collection complemented by matching cases and pouches in various shapes and sizes. Targeted at Victorinox fans and younger consumers, the Classic Colors Collection features playful names such as Smashed Avocado, Tropical Surf and Cotton Candy.

The Classic Colors Collection is available globally in local markets and selected airports in Europe and Latin America from May 17.

The new collection is a refreshing, contemporary take on Victorinox's popular multi-tool. The range is comprised of 30 individually colored multi-tools made of regular Cellidor, transparent Cellidor and Alox.

Measuring 58-mm in length, these vibrant small multi-tools feature a blade, a nail file, a screwdriver, scissors and a key ring. All Cellidor models include tweezers and a toothpick.

The collection also offers matching accessories in the form of five different leather pouches, as well as five fun silicone cases in shapes such as a unicorn and a cow.

All Victorinox knives and tools are made of high-quality stainless steel, in line with Victorinox's sustainability goals, and designed to last for life. Each item has a lifetime guarantee against any defects in material and workmanship.

Victorinox multi-tools, including Classic Colors, are permitted to be sold in selected airports in Europe and Latin America due to regulations allowing blades up to 60-mm in length.

"Combining functionality with style, the Classic Colors multi-tools and pouches are ideal for everyday use and add a fun, contemporary twist to the iconic multi-tool that Victorinox is famous for. By offering our multi-tool, already a popular souvenir choice with consumers globally, in a vibrant array of colors we aim to reach a new audience and strengthen our position as a go-to lifestyle brand," says Florent Breton, Senior Sales Manager, Travel Retail, EMEA, Victorinox.