

FOR IMMEDIATE RELEASE

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From France to Asia: 1664 x Camille Walala Unveil Artist Edition Packaging for the Festive Season

From art installation to packaging, the No. 1 Selling French Beer in the world turns ordinary festive moments into EXTRAordinary celebrations with a modern twist!

SHAH ALAM, 4 November 2025 – Bringing a modern twist to the traditional festive season that connects *Christmas cheer* and *Lunar New Year joy*, 1664 celebrates the art of turning the ordinary into EXTRAordinary through design and taste. This festive season, 1664 collaborates with celebrated French artist Camille Walala to infuse modern artistry into timeless traditions and transforming celebrations into expressions of style, colour, and connection.

The 1664 x Walala artist-edition showcase is designed to elevate every casual moment into a joyful celebration with family and friends, inspired by the electric energy of togetherness and the uninhibited spirit of the holidays. Renowned for her bold use of colour, vibrant geometric patterns, and immersive installations, Walala brings a fresh, contemporary twist to elevate the rich traditions of festive celebrations.

Walala has redefined the boundaries of street art and urban design with her signature large-scale and explosively colourful interventions in public spaces. Now, her distinctive patterns reimagine 1664's iconic blue-and-white identity, turning the can into a limited-edition collectible that's as trendy as it is celebratory, bringing a touch of Parisian flair to your festive table, party, or gifting moment.

"This marks an EXTRAordinary moment for 1664, our first-ever Asia-wide festive artist collaboration and second global partnership, featuring none other than celebrated French artist Camille Walala," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "As the No.1 selling French beer in the world, we're proud to bring a modern twist to festive celebrations, combining good taste with creativity in a way that feels EXTRAordinary and effortlessly stylish."

Camille Walala, whose visual style famously breathes life into everyday spaces from city facades to interiors, was the ideal partner to amplify 1664's unique blue identity, together with vibrant, festive colours – all with a modern twist. "I've always been drawn to the spirit of celebration and the power of colour to evoke joy," said Walala. "Working with 1664 gave me the opportunity to channel that spirit into a design that feels fun, expressive, and full of life—perfect for the upcoming festive season and Lunar New Year gatherings."

Simply purchase 1664 products in-store or online at participating outlets and redeem an exclusive 1664 x Walala umbrella, a stylish accessory designed to complement your style, whether for a rainy café run or a sunny stroll. Available nationwide at selected outlets from November to December 2025, while stocks last.

The 1664 x Walala artist edition cans are now available at major retailers nationwide including Lotus's, AEON, Jaya Grocer, Village Grocer, Food Merchant, BIG, Shopee, and GrabMart.



Whether you're hosting friends, setting a festive table, picking up something special for the season, 1664 invites beer lovers to raise a toast to good taste and great design, making celebrations truly EXTRAordinary.

Follow @1664malaysia on Facebook and Instagram for more info on the happenings. All activities are open to non- Muslims aged 21 and above. When purchasing and enjoying 1664, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Lee Yee Mei, Senior Brand Manager	+603-5522 6310	yeemei.lee@carlsberg.asia
Wong Ee Lin, Corporate Affairs and Sustainability Manager	+603-5522 6404	eelin.wong@carlsberg.asia
Emily Joo, Corporate Affairs & Sustainability Executive	+603-5522 6414	hoyee.joo@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

About Carlsberg Malaysia Group

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

从法国到亚洲：1664 x Camille Walala 艺术家版包装迎接佳节

全球销量第一法国啤酒包装绘成艺术品 摩登气息让平凡过节化为非凡盛事

（莎亚南 2025 年 11 月 4 日讯）迎接圣诞欢乐、新春喜庆之际，1664 以现代视角重新演绎传统佳节氛围，通过设计美学与独特风格，将平凡时刻化为非凡庆典。这个佳节，1664 与著名法国艺术家 Camille Walala 携手合作，以色彩与设计美学为媒，打造一场风格与欢聚并存的节日盛宴。

1664 x Camille Walala 艺术家版亮相，有望让亲朋好友的随意相聚，升华成欢乐盛事，并以团聚美好、佳节惬意为灵感。Camille Walala 以大胆用色、鲜明几何图案及沉浸式装置艺术闻名，此次合作为传统节庆注入摩登气息与现代美学，重新演绎节日的丰富内涵与欢聚时刻。

Camille Walala 以大型公共艺术创作闻名，作品色彩绚丽、风格鲜明，成功打破街头艺术与城市设计的传统界限。她标志性的几何图案与大胆配色，如今巧妙融合至 1664 经典蓝白品牌识别之中，为啤酒罐赋予全新视觉诠释，使其化身为兼具时尚感与节庆氛围的限量版收藏品，为节庆餐桌、派对场合或送礼时刻增添一抹巴黎风情。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“这对 1664 而言是一个非凡时刻，这是我们首个跨亚洲、配合佳节艺术家合作，同时也是第二个全球联名合作，合作对象正是著名法国艺术家 Camille Walala。”她说，“作为全球销量第一的法国啤酒，我们很荣幸为佳节庆典注入摩登气息，呈现出既非凡又悠然时尚的节庆体验。”

Camille Walala 的视觉风格广泛为建筑外观、室内空间等日常场景注入生命力，是演绎 1664 标志性蓝白品牌识别的理想合作伙伴。她将节庆色彩与现代美学巧妙融合，赋予设计趣味性与表现力，完美诠释品牌的摩登创意精神。她说，“过节的精神、色彩的力量能够唤起愉快的心情，这也对我有所启发。通过与 1664 的合作，我有机会把这份精神传递到设计中，打造出充满活力的作品，完美契合即将到来的佳节聚会，还有不久后的农历新年。”

从 2025 年 11 至 12 月，只需在全国指定商店或线上平台购买 1664 产品，即可获赠独家 1664 x Camille Walala 联名雨伞，无论是雨天咖啡厅小憩，或是晴天城市漫步，携带这款穿搭配件，皆能展现你的摩登风格。数量有限，送完即止。

1664 x Camille Walala 艺术家版罐装，现已在全马各大店铺上架，包括 Lotus's、AEON、Jaya Grocer、Village Grocer、Food Merchant、BIG、Shopee 及 GrabMart。

无论是招待朋友来做客，还是点缀节庆大餐，或为佳节增添氛围感，1664 邀您举杯共庆好品味与创意设计，让每个庆典时刻都非凡闪耀。

打开脸书和 Instagram 关注 @1664malaysia 了解最新动态。所有活动仅开放给年龄 21 岁以上的非穆斯林人士。敬请理性享用 1664，并牢记不忘：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

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若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

Lee Yee Mei 品牌高级经理	+603-5522 6310	yeemei.lee@carlsberg.asia
黄玉玲 (Wong Ee Lin) 企业事务及可持续发展经理	+603-5522 6404	eelin.wong@carlsberg.asia
朱可仪 (Emily Joo) 企业事务及可持续发展执行员	+603-5522 6414	Hoyee.joo@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESC 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。