

# A Collaboration That Brews Adventure



THE NORTH FACE X BIALETTI

THEY TEAMED UP FOR A COLLABORATION THAT BLENDED RUGGED ADVENTURE WITH THE ART OF COFFEE MAKING.

This collaboration offers adventurers the ultimate outdoor coffee experience, complete with a portable moka pot, insulated mugs, and thermoses—ensuring that your morning ritual stays intact no matter where you are.

For camping enthusiasts, there’s nothing quite like the ritual of brewing a hot cup of coffee to kickstart the day in nature. Whether enjoyed while watching the sunrise from a mountain-top or warming up by the campfire, coffee is, arguably, just as essential to the outdoor lifestyle as a good sleeping bag or a sturdy backpack. It makes sense, then, that in 2024, The North Face and Bialetti teamed up for a collaboration that blended rugged adventure with the art of coffee making.

At the core of the collection was a portable espresso maker, merging Bialetti’s iconic moka pot design with The North Face’s durable materials. (A moka pot is a stovetop espresso maker that brews coffee by forcing hot water pressurized by steam through ground coffee—creating a rich, espresso-like drink.) Made from lightweight, durable aluminum, the espresso maker was built to withstand the harsh conditions of the wilderness while delivering an authentic coffee experience. Whether brewing by a campfire or on a hike, it ensured your morning ritual didn’t have to be sacrificed for nature.

Alongside the moka pot, the collection featured a range of accessories perfect for outdoor enthusiasts. Insulated mugs keep coffee hot for hours, ensuring your brew stays warm through chilly mountain mornings or brisk winter hikes. Crafted from high-quality stainless steel with double-wall insulation, these pieces offered both functional and stylish appeal with sleek, minimalist designs. The mugs featured The North Face’s bold color palette, including signature red and black tones, while maintaining Bialetti’s understated elegance and simple, clean lines.

The marketing campaign for the collaboration was equally adventurous, showcasing the products in action—from steaming cups of coffee brewed at high altitudes to early-morning campfire rituals. The partnership celebrated coffee as an integral part of the outdoor lifestyle, creating the perfect blend of style, function, and adventure. On a mountaintop or by the campfire, The North Face x Bialetti collaboration made sure the perfect cup of coffee was always within reach.

