



KOREAN LAUNCH FOR CONFIDENCIAAL

KOREAN LAUNCH FOR CONFIDENCIAAL

October 29, 2023 | Press Release

Cigar News

Events

It was a cold and starry night which saw Eric Piras & Antoine Riberet in their best striped suits and Panama hats, hosting the event of the year in Seoul: the launch of Confidenciaal cigars in Korea.

Set in the famed Pierre Cigar Lounge, the evening was a perfect blend of seasoned passionados and new-comers to the epicurean pleasure of cigar smoking, as well as a nice number of ladies... some of them enjoying the first (and second!) cigar of their life during the event.

Drinks and volutes kept flowing, nicely matched by the tunes of a young jazz band, for the perfect enjoyment of the guests, pleasantly surprised by the unusual event theme and concept of the Prohibition.

Eric Piras says “I could not have imagined a more successful launch in Seoul; the enthusiasm in sharing Confidenciaal’s secret is very strong; people are curious and interested and the market is highly receptive”.

Matthias Reuben Cohen-Aknine, CEO of Pierre Ltd says “We are really looking forward to developing Confidenciaal; we believe the brand is very well suited to Korea, and we are launching it at an ideal moment!”