



Marilyn Wines Velvet Collection 2003

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The latest wines that feature the unforgettable image of Marilyn Monroe have a new twist. Marilyn Wines have just launched their Velvet Collection 2003 and they are counting on the power of nostalgia eye candy. Marilyn's iconic red velvet nude graces the front of the Velvet Collection 2003. What about the nudity? The wine comes in a sealed box with a cut-out window that covers up Marilyn's naughty bits. Buy the wine and you get the pleasure of undressing the lady, peeling off the plastic label that keeps her decent. The Velvet Collection 2003 is a blend of 55% Cabernet Sauvignon and 45% Merlot wines from Napa Valley made by winemaker John McKay. The Velvet Collection 2003 is available as a single, 1.5-liter bottle selling for \$225 or as a three-bottle set (one each of 750ml, 1.5L and 3L bottles) in a numbered wooden box for \$1000. Seems like a pretty shameless marketing gimmick. It reminds me of those pens you tip upside down and the girl's clothes fall off.

