



**Press Release**

**Embargoed until 1 October, 4pm SGT**

## **1664 Announces Robert Pattinson as New Global Brand Ambassador**

*The French beer brand unveils a bold new partnership with global icon Robert Pattinson, a creative campaign celebrating a multi-faceted take on the idea of good taste.*



**Singapore, 1 October 2025** - No. 1 Selling French Beer in the World, 1664, is proud to announce the start of an exciting new chapter, with **acclaimed actor and cultural icon Robert Pattinson** joining as its new global brand ambassador.

At the heart of this new partnership is a **bold global campaign set to launch in 2026**, which unveils a cinematic exploration of contrasting perspectives on good taste. The campaign concept will be directed by acclaimed filmmaker, **Brady Corbet**. Corbet's most recent feature film, *The Brutalist*, was released in 2024 to critical acclaim and garnered 10 nominations at the Academy Awards in the categories of Best Director and Best Original Screenplay. He's also won the Silver Lion at the Venice International Film Festival and Best Director at the Golden Globes.

This collaboration marks an exciting new chapter for 1664, bringing together Pattinson's unique style and point of view with the brand's Parisian roots and effortless sophistication. Together, they invite the world to see 'good taste' from fresh angles, with 1664 positioned as



the beer that brings people together.

Pairing Robert Pattinson and Brady Corbet signals an audacious creative leap for 1664, which blends sophistication with a distinctive edge. This collaboration embodies the spirit of 1664: unconventional, effortlessly stylish and confident.

*“We’re thrilled to unite Robert Pattinson and Brady Corbet, two icons of modern creativity, to create a campaign that dramatises the debate of good taste”, says **Nikola Maravic, Global Marketing Director, 1664.** “Together, their unique personalities and creative styles challenge convention, with 1664 being at the heart of the discussion. Our longstanding mission to elevate beer into a premium lifestyle experience is underway. This is only the first sip; stay tuned for more to come.”*

Pattinson’s involvement brings a new energy to 1664’s world with a playful resolution that everyone can agree on, that 1664 *is good taste.*

Mavaric continues: *“With Robert as the face of our next global campaign, we have a unique opportunity to take 1664 into new cultural territory and reach audiences in exciting new ways. **This is more than a partnership, it’s a statement of intent.**”*

Watch this space as 1664 continues to unfold its bold new partnership with cultural icon Robert Pattinson. More unexpected twists and turns await...

#### **Note to Editors**

The full press kit including campaign images is available [here](#).

For more information, please contact [1664@wcommunications.sg](mailto:1664@wcommunications.sg)

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#### **About Carlsberg Singapore Pte Ltd**

Since its establishment over 30 years ago, Carlsberg Singapore has grown to become a dynamic provider of alcoholic beverages with a portfolio of international beer, stout and cider brands.

Our portfolio of brands features some of the world's most well-loved and established brands, spearheaded by Carlsberg Danish Pilsner - Probably the Best Beer In The World. Other renowned brands in the portfolio include brands such as France’s premium wheat beer 1664 Blanc, leading Japanese premium brand Sapporo Beer, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery, SKOL, Danish Royal Stout and Jolly Shandy.

At Carlsberg, we promote responsible drinking within our sustainability-driven business. Our



products are for consumers aged 18 and above. Please #CelebrateResponsibly – if you drink, don't drive.

### **About 1664**

Blue in bottle and iconic in flavour. 1664 is France's premium beer brand featuring its renowned 1664 Blanc product, a light and refreshing premium beer, with a hint of spice and twist of citrus. Perfect for moments with friends, 1664 is the beer that brings people together. To find out more, please follow @1664singapore on [Facebook](#) and [Instagram](#) or visit our website at <https://www.1664blanc.com/en-sg/> for more information. Please enjoy 1664 responsibly.