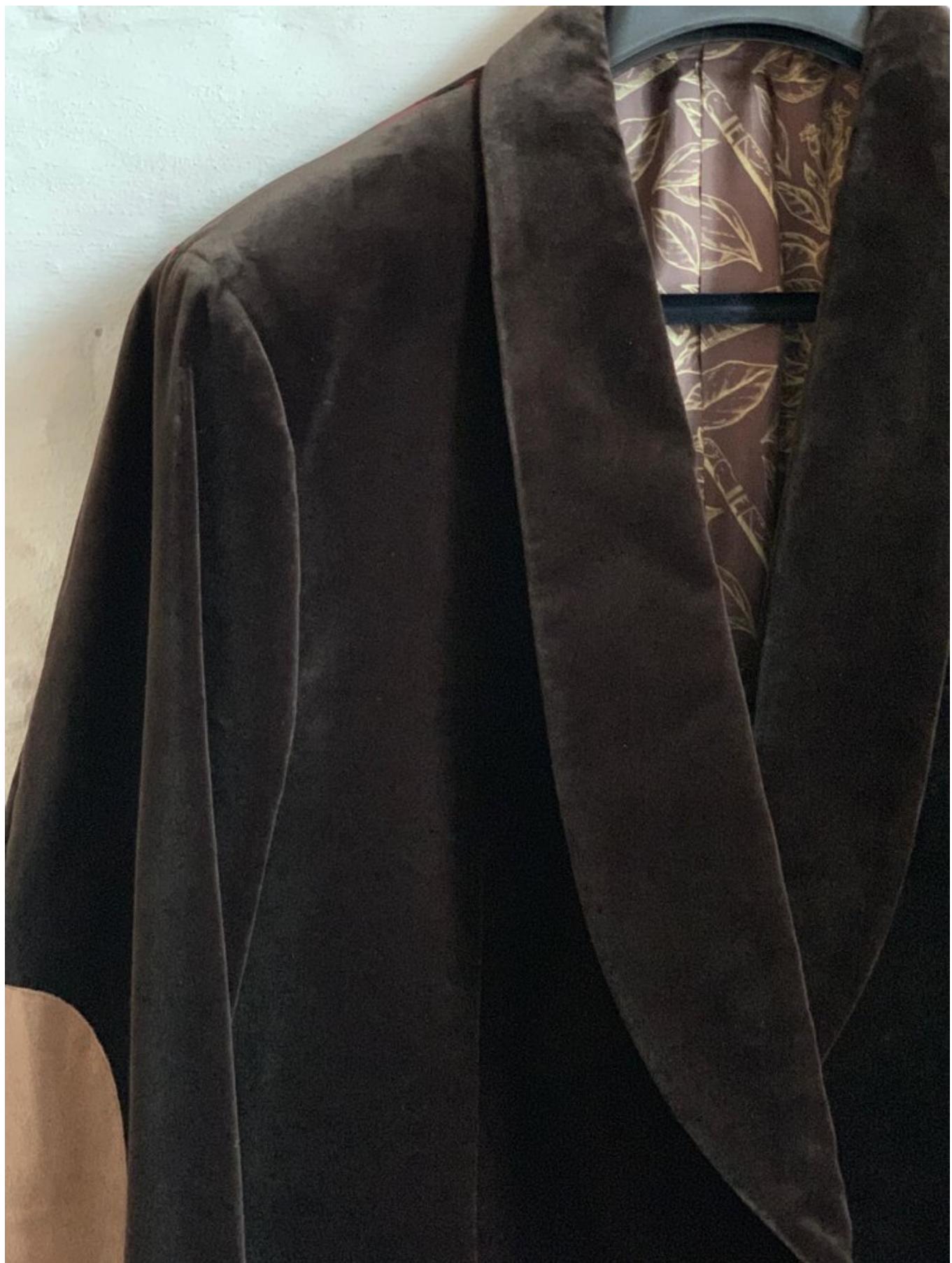




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Oliva Cigars relaunches the smoking jacketto support their newly opened Escuela d'Oliva

Zwevegem, Belgium, 18 September 2019

Cigar manufacturer Oliva, Cigar Company recently opened a beautiful school project named Escuela Oliva, a primary school located near Oliva's factory in Nicaragua. This cigar manufacturer is doing this to give its employees' children a better education.

Escuela Oliva is supporting a Catholic primary school in the cigar-making town of Estelli, located in the neighborhood where most of the Oliva factory workers live. The school has a fantastic reputation, but its fees were too high for most factory workers. Until now... Thanks to the support made by Oliva, these children are now able attend the school.

A smoking jacket for a good cause

To strengthen the fund, J.Cortès Cigars, who represents Oliva Cigars internationally, is organizing a tombola tomorrow at "Cortès Beach" at 10.30 CET. International clients were asked a month ago to buy tombola tickets to win a custom made *smoking jacket* worth € 900. The profit of this tombola goes completely to Escuela Oliva.

But what is a *smoking jacket*?? The smoking jacket first appeared in the mid-1800's, as a short 'three-seamer' jacket made from velvet or cashmere in an easy cut. Gentlemen wore it after dinner while smoking their cigars or pipes. It absorbed the smoke and protected the wearer's clothing from falling ash.

During the 1950's, the smoking jacket became a popular outdoor as well as indoor choice, for the likes of Dean Martin, Cary Grant, and Frank Sinatra who could be found wearing them out in public. More recently it was a jacket of choice by Hugh Hefner.

The smoking jacket is no longer a main stream choice of fashion, but it is still very much alive amongst cigar aficionados. It can be worn with a pair of jeans for a more casual look, or you can smarten it up with a pair of dress pants. Together with a fine cigar it will make a very classic combination.

J.Cortès and Oliva Cigar Company want to bring back this tradition. With #dontsmokebutenjoy as their tagline, they fully support the casual smoker who enjoys the flavors and relaxation of what a great cigar can bring. At their booth at the Intertabac Show in Dortmund, a tailor will be available to sell his *smoking jacket*. The winners of the Tombola will also be measured over there, so their perfect-fit-jacket can be taken home with them from the show.



ABOUT J. CORTÈS

J. Cortès is a family run company with a passion for cigars. Cigars in all shapes and sizes. It's a never-ending story of dedication and craftsmanship that started in 1926. Don't smoke but enjoy! Our prime brands are J. Cortès, Country, Neos and Amigos. For the major European countries we have strong in-house sales teams; for other markets our brands are in the hands of our export managers and sold over 80 countries globally. In 2016 CEO Fredje fell in love with artisanal cigar company Oliva Cigars, based in the US and Nicaragua. A business marriage was set and it turned out to be the party of the year. The Cortès family business now spreads across two continents.

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