

PRESS RELEASE

il laboratorio del gelato Serves Custom Gelato at Axel Arigato's 'Eris' Sneaker Launch

New York, NY - June 18, 2025 - il laboratorio del gelato was selected by Wahter Studio to cater the exclusive NYC launch of Axel Arigato's "Eris" sneaker at 163B Bank Street.

The event featured an immersive atmosphere of sound, style, and color - and we matched the tone perfectly by serving our naturally blue Butterfly Pea Flower Gelato. With no artificial coloring, the scoop visually mirrored the bold blue Eris sneaker worn by ambient musician Ana Roxanne.

Our team prepared and tray-served gelato to over 150 guests in a behind-the-scenes setup - showcasing the power of minimalist ingredients and intentional color matching.

This event continues our mission to deliver clean, handcrafted flavors that blend beautifully into creative spaces and brand activations.

For photos, event summary, and credits, download the full press kit at:
catergelato.com/wahter-studio-gelato-catering