

THE BRIEF



**THUMBS UP
FOR RETRO**
SIGLO's Madison lighter
is a wink at the past.

OLD FLAME

From the time a Frenchman created the butane lighter with a refillable butane cartridge for Flaminaire, who manufactured it, the way people smoked tobacco changed forever. At the time, of course, petrol-fuelled firelighters were common. But since the days of the butane lighter, the little device that lights fires has evolved into various shapes, sizes and designs.

In a swing of the pendulum to another era, SIGLO is pitching a retro model for cigar lovers. Called the Madison, it brings back memories of yesteryears. And, why not. In the age when retro was "in," chrome was all the rage. SIGLO says the Madison lighter with its touches of chrome is made with the idea of creating something classical yet modern.

The Madison lighter, available in brown leather, obsidian black, polished cross stitch or polished vertical stripes, is paired with a modern butane flame mechanism. Ease of use is promised, with the flame being sparked at the flick of the thumb and a press.

Branded as the "perfect piece of accessory for the quintessential gentleman", the Madison is a classic statement of masculine elegance.

Except for the brown leather version, all come with a gas window for easy checking of gas fluid. ▲