

Futurola Introduces Signature Collection with Icons Mike Tyson and Snoop Dogg

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Amsterdam, Netherlands ? Futurola, a global leader in premium lifestyle and rolling accessories, is excited to announce two iconic collaborations that merge cultural influence with modern innovation. Partnering with world-renowned champions Mike Tyson and Snoop Dogg, Futurola introduces two exclusive product collections designed to elevate the personal ritual experience. These collaborations represent a unique moment where creativity, craftsmanship, and global influence come together.

Founded in Amsterdam in 1996, Futurola has grown from its European roots into a household name for expertly crafted accessories. The brand is recognised for redefining the landscape of personal preparation tools and rolling products. From precision-engineered systems and high-capacity prep devices to premium paper-based cones and customisable accessories, Futurola continues to innovate with quality and design at its core. These new celebrity-endorsed collections further solidify the brand?s position as a tastemaker and industry leader.

The partnership with Mike Tyson brings a bold new dimension to Futurola?s portfolio. Known for his powerful legacy and commitment to wellness and personal growth, Tyson now channels that energy into a co-branded collection of rolling essentials. The Tyson x Futurola collection includes limited-edition wraps, artist-designed trays, and signature cones that reflect Tyson?s no-nonsense style and passion for high-performance quality. The line is built around clean aesthetics and functional excellence, offering users a distinct and polished experience.

Tyson?s collaboration represents more than a product?it reflects his evolution as a global icon and his personal connection to wellness-focused rituals. His hands-on involvement ensures that each piece in the collection carries his signature edge, offering a compelling blend of attitude and authenticity.

Equally legendary, Snoop Dogg lends his unmistakable flair to the Snoop Dogg x Futurola collection. The collaboration channels Snoop?s deep cultural roots and artistic vision into a product line that is both expressive and refined. Known for his enduring influence in music, style, and lifestyle trends, Snoop?s partnership with Futurola bridges timeless appeal and modern design.

The collection features a curated selection of accessories?including customised cones, sleek trays, and collectable gear?designed with Snoop?s laid-back charisma and West Coast aesthetics. With stylish branding and elevated utility, these products celebrate personal rituals with a nod to heritage and innovation.

At the core of both collections is Futurola?s reputation for quality and precision. Best known for its high-capacity production tools, such as the Knockbox Series?engineered to handle thousands of cones per session?Futurola brings technical excellence to every product category. From European-crafted papers to industrial-grade prep tools, Futurola is trusted by professionals and lifestyle enthusiasts around the globe.

With over 25 years of experience, Futurola continues to invest in cutting-edge technologies, sustainability, and thoughtful design. These collaborations with Tyson and Snoop reflect the brand?s dedication to aligning with influential figures who share its commitment to performance, creativity, and customer-focused products.

?Working with Mike Tyson and Snoop Dogg is more than just exciting?it?s a tribute to the power of collaboration,? said a representative of Futurola. ?Both of these icons represent strength, authenticity, and influence, and our goal was to translate those values into functional design that speaks to their communities.?

?We?re proud to bring these collections to market, each crafted with care and designed to honor the lifestyle preferences of users who appreciate quality and culture,? they added.

The Tyson x Futurola and Snoop Dogg x Futurola collections will be available through select retailers, online platforms, and exclusive distribution partners. These limited-edition lines offer a fresh take on personal

preparation accessories, with designs that appeal to collectors, fans, and discerning users alike.

About Futurola

Futurola is a globally recognised leader in premium lifestyle accessories, founded in Amsterdam and trusted by individuals and businesses worldwide. With a deep legacy of craftsmanship and a forward-thinking approach to product design, Futurola delivers innovative tools and solutions that elevate daily rituals. The brand is known for its commitment to precision, sustainability, and cultural relevance, making it a top choice for those seeking quality, consistency, and performance in their preparation experience.

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