



Press Release

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Absolut Shows #LevelsLove By Transforming Real Couple's Marriage Proposal

Spring 2015 marks the launch of the limited edition Absolut Colors bottle, which showcases the brand's ongoing support for people who express their true selves through art, love or any other way, regardless of who or where they are.

To support the launch of the Colors bottle, Absolut championed the expression of love of one couple, Paige and Amanda, by completely transforming their once in a lifetime marriage proposal in unexpected ways. To support Paige's surprise proposal to Amanda, we took them back to the beach where they had their first date – where a series of clues leads to a proposal of a lifetime. Watch the film at youtube.com/absolut.

In the goal of inspiring the world to see how all love is equal, Absolut worked with Director Molly Schiot to create a film that captured the couple's powerful expression of love. Schiot stated, "Recently brands seem to be frequently capitalizing off of the LGBT community, but a brand like Absolut holds a precious hand with history as they very much have supported the community since day 1. I was very grateful that Absolut hired me to bring this very personal subject to life, especially during a time where many of us still are not recognized as equal."

Full of pride and joy, the Absolut Colors bottle is sleeved with the iconic Gilbert Baker rainbow flag, which he created in 1978 as a message of solidarity, love and respect for diversity. Ever since, this flag has not only been an important symbol of the LGBT movement, but also one that has represented colorful celebrations, massive parties and liberated minds.

For over three decades, Absolut have actively engaged and supported the LGBT community through unique creative collaborations with artists, charities and high profile personalities. Iconic advertisements included Absolut Commitment with matching bottles atop a wedding cake and Absolut Achievement which stacked film canisters into the iconic Absolut bottle labeled with the titles of gay films like Stonewall, Boys Life, and Out at Work. Most recently, the brand has also partnered with British director Paul Frankl to produce the short film 'Roxanne', which explores transgender topics.

Limited editions such as No Labels challenged prejudice about sexual identity by stripping the bottle of all logos, suggesting that the outside appearance should be eclipsed by what is inside. In 2003, Absolut even supported the creation of the world's largest rainbow flag, which stretched from the Gulf of Mexico to the Atlantic Ocean in Key West.

"Absolut has long supported freedom for creative and self-expression and encouraged people to be who they are. We look back at our history within the LGBT community with pride and are excited to use the launch of Absolut Colors as an opportunity to re-establish ourselves as true pioneers in our continuous support for equality." says Nodjame Fouad, Director of Storytelling at Absolut.

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For further information, please contact:

Andrew Rozas

Global PR Manager, Absolut

andrew.rozas@pernod-ricard.com

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The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, Luksusowa and Fris. Absolut Vodka is the world's fifth largest premium spirits brand. Every bottle of Absolut Vodka is produced in Åhus, southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.