



Stockholm, October 2009

IN AN ABSOLUT WORLD, THERE ARE NO LABELS

Naked ABSOLUT bottle challenges labels and prejudice

ABSOLUT VODKA is proudly introducing *In An ABSOLUT World, There Are No Labels*, a bold and innovative project where the brand is challenging labels and prejudice about sexual identities. A manifestation of a world with no labels is a limited edition naked ABSOLUT bottle, with no label and no logo, launched globally in the fall of 2009. Part of the initiative is also a 24-page interview magazine, produced in collaboration with celebrated men's magazine *Fantastic Man*.

"For the first time we dare to face the world completely naked. We launch a bottle with no label and no logo, to manifest the idea, that no matter what's on the outside, it's the inside that really matters. The bottle visually manifests our belief in diversity and our standpoint when it comes to sexual identities. Off course it is also a wonderful piece of delicate and minimalist design, a true collectors item" says Kristina Hagbard, Global PR Manager at The Absolut Company.

ABSOLUT was one of the first commercial brands to openly embrace the LGBT (Lesbian, Gay, Bisexual, Transgender) community and its ads have appeared in gay media since 1981. With this initiative, ABSOLUT is again showing its support for the LGBT community.

"There are too many clichés associated with the LGBT community. LGBT people are often referred to as one homogenous group but when you think about it: does a 60-year old lesbian woman from South Korea necessarily have that much in common with a 20-year old gay man from Berlin, or a Brazilian transgender person of indeterminable age?" Kristina Hagbard continues. "By challenging labels and prejudice we want to explore problems around this subject, and at the same time promote a more diverse, vibrant and respectful world.

The limited edition bottle will be launched globally in October 2009. It is the original ABSOLUT bottle, designed by Swedish designers Gunnar Broman and Hans Brindfors in 1979, but without the ABSOLUT logo and label. A discrete and easily removed sticker with the campaign manifesto encourages consumers to discard their labels and to visit absolut.com/nolabel – a blog discussing labels and prejudice associated with the LGBT community. ABSOLUT is also introducing a No Label fan page on Facebook, together with a Facebook app, which users can activate to show their support of a world without prejudice.

In addition to the naked bottle, the blog and the app, this initiative also includes a creative collaboration with acclaimed men's magazine *Fantastic Man*. Together ABSOLUT and *Fantastic Man* are producing a 24-page magazine featuring personal interviews around labels, misconceptions and prejudice. Featured in the magazine are singer **Tanita Tikaram**, rugby player **Ben Cohen**, fashion designers **Kris Van Assche** and **Eudon Choi**, restaurant and food creative **David Waddington**, performer/entertainer **Jeanette**, hair dresser **Guido**, DJ phenomenon/beauty editor **Hanna Hanra** and photography authority **Julie Brown** – all photographed by **Alasdair McLellan** and interviewed by *Fantastic Man*'s **Gert Jonkers**, **Jina Khayyer** and **Charlie Porter**. The magazine, designed by **Jop van Bennekom**, will come as a supplement with *Fantastic Man* No 10. It will also be distributed at selected bars, restaurants and stores around the world.

The Absolut Company has the worldwide responsibility for the production and marketing of ABSOLUT VODKA and Level Vodka. ABSOLUT VODKA is the world's fourth largest premium spirits brand, and it is sold in 126 markets. Every bottle of ABSOLUT VODKA is produced in Åhus in southern Sweden. The head office is located in Stockholm, Sweden. Since July, 2008, The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.



For press images or further information, visit: www.absolut.com/nolabel

Notes to the Editor:

- The limited edition ABSOLUT VODKA bottle with no label was officially unveiled during London Fashion Week, at an exclusive cocktail presented by ABSOLUT and Fantastic Man.
- The In an ABSOLUT World there are no labels blog, www.absolut.com/nolabel is regularly updated with postings discussing preconceptions around sexual identity and reflections on a world without labels.
- At the No Label fan page on Facebook, consumers can activate an application to show their support of a world without labels. By tagging one's profile picture the status feed is updated with the core message of this initiative: "In an ABSOLUT world, there are no labels".
- Featured in the Fantastic Man supplement are:
 - Tanita Tikaram – German-born singer whose million selling debut album "Ancient Heart" from 1988 changed her career for good. She now lives in London and is currently working on her 8th album.
 - Ben Cohen – 30-year-old rugby player, married and father of two. Massive icon who replaced David Beckham as Gay Times Magazine's Sport Personality 2008.
 - Kris van Assche – Belgian fashion designer, much admired for his own label Kris van Assche and also head designer and creative director of Dior Homme in Paris. One of the busiest men in fashion.
 - Eudon Choi – Korean-born fashion designer, recently senior designer for Twenty8Twelve. Eudon is currently starting up his own label.
 - David Waddington – Co-founder/owner of the renowned Bistroteque restaurant in East-London.
 - Jeanette – Acclaimed performer, entertainer and now shop-owner of the brand-new designer-fashion mecca, JEANETTE'S, in East-London.
 - Guido – probably the best and most famous hairdresser in the world. He does hair for millions of fashion shows and campaigns around the world.
 - Hanna Hanra – International DJ phenomenon and beauty editor of style bible i-D. Hanna is also founding editor of the PIXzine.
 - Julie Brown – founder and director of photographer's agency MAP. Julie is the top authority of fashion photography and she launched the careers of both David Sims and Alasdair McLellan.

For further information, please contact:

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