



MEDIA RELEASE

Special edition Coca-Cola bottle designs to dazzle Mercedes-Benz Fashion Week Cape Town 2017

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The iconic Coca-Cola contour bottle gets to dress up at this year's Mercedes-Benz Fashion Week Cape Town when designer, Gavin Rajah, who has partnered with Coca-Cola, will unveil the four special edition bottle designs during his show this evening, 23 March 2017.

Rajah's four limited edition Coca-Cola bottle designs will be linked to his collection's theme of 'Love'. The bottles of each design will be available to guests at Rajah's show and are also echoed in his couture collection for 2017/18.

"This season we take our inspiration from our past prints and graphics, all inspired by love and hope," says Rajah. The prints for Rajah's collection bring together the iconic looks from the past decade with graphic designers, Room 13. "The overarching theme of love and escapism is prevalent in this collection. Flowers, hearts, butterflies and stars all play a huge symbolic part," he explains.

Rajah says that it has been exciting to work with Coca-Cola Peninsula Beverages (CCPB) on the designs for the iconic contour bottle. Symbols of love across various cultures are included on the designs. "In times of despondency, we look to constants in our lives. These constants can be people, things or experiences that offer us comfort. Coca-Cola is one brand that has been around through all our experiences, from love to everything else in between. With the bottle designs, we wanted to create keepsakes that represented beautiful, iconic imagery of love and hope," says Rajah.

Priscilla Urquhart, Public Affairs and Communication Manager at CCPB says, "We were thrilled to partner with Gavin Rajah at this year's Fashion Week. Coca-Cola Limited edition designer bottles have previously been created for Paris and New York Fashion Week's and when Gavin brought us the concept, it was the time for Africa to show off our design excellence through the iconic Coca-Cola contour bottle."

The limited edition bottles will be exclusive to guests attending Gavin Rajah's opening showing show at the Cape Town Fashion Week.

Ends

For more information about Coca-Cola Peninsula Beverages, visit <http://www.peninsulabeverage.co.za/> or contact 021 936 5500. CCPB is also on Facebook <https://www.facebook.com/CocaColaPenBev/>.

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Note to editor: Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stony, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 77 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit www.peninsulabeverage.co.za.