

PRESS RELEASE
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Absolut collaborates with UK Eurovision contestant Olly Alexander in new campaign to promote limited-edition bottle created by the singer-songwriter

Absolut and Olly Alexander collaborate with three phenomenal changemakers using the power of dance and joyful movement to inspire everyone to take a step towards a more positive future.



Absolut has released the latest instalment of its Born To Mix campaign, collaborating once again with singer-songwriter and Eurovision contestant Olly Alexander.

Absolut's latest campaign recognises the power of community and strength when you mix with others to drive change, so together with Olly will champion three of the UK's leading changemakers who are doing just that. Lady Phyll, Trina Nicole and ShayShay have founded and built safe spaces for communities to come together, celebrate diversity, and drive change. Creating safe spaces and opportunities for representation, diversity of thought, self-empowerment and expression are at the heart of what each changemaker has created for their communities.

It was announced last year that 2023 was the year of the loneliness epidemic¹, with people looking for solidarity and unity with others more than ever before. As we enter 2024, people's desire for community spirit is on the rise, with 72% of people stressing the importance to feel part of a community² and invest into bringing people together. ABSOLUT's Censuswide report also found that 62% of the UK is feeling more optimistic for the year ahead³, and 88% of people feel motivated to make change and a difference in 2024⁴.

Leanne Banks, Marketing Director at Pernod Ricard UK, comments: "At Absolut, we continue to support and platform the individuals who are making moves and taking inspiring steps to build a more diverse world and a better future. We've loved working with Olly again, as he enters a huge year, and we are proud to fund such important initiatives that aim to bring people together, inspire and empower individuals to take a step towards creating the change they want to see in the world."

The changemakers joining Olly Alexander are:

- Lady Phyll, founder of UK Black Pride
- Trina Nicole, founder of Curve Catwalk: an inclusive community for plus size dancers.
- ShayShay co-founder of The Bitten Peach: a cabaret night for the queer Asian community.

To help people 'take a step', Absolut is profiling the changemaker communities and providing tips and advice on how to get involved in the issues that matter most to them. Absolut are also funding a series of new events, hosted, and run by Trina Nicole, Lady Phyll, and ShayShay, to inspire us all to mix together. Visit www.absolut.com/en-gb/absolut-born-to-mix to find out more.

This campaign follows the launch of a limited-edition bottle, Absolut Mosaik, designed by British singer songwriter, actor and Eurovision contestant, Olly Alexander. Olly's design illustrates a mosaic formed of diverse and unique shapes that together creates something beautiful, symbolising diversity and the power of society coming together.

Following the launch of this bottle exclusively in Harvey Nichols and on Amazon in November last year, the bottle is now widely available in a 700ml format across all major grocers (RRP £22) and as a 1L via Amazon and Costco (RRP £28).

¹ Hannah Wei. (2023, 18) – [access here](#)

² The National Lottery Community Fund. (2024, January 8) – [access here](#)

³ Censuswide Report (2024, January 5) funded by ABSOLUT Vodka

⁴ Censuswide Report (2024, January 5) funded by ABSOLUT Vodka

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €12,137m in 2022/2023. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands, including: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's and G.H. Mumm. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

Pernod Ricard's mission is to unlock the magic of human connections by bringing "Good Times from a Good Place", in line with its Sustainability and Responsibility roadmap. The Group's decentralised organisation empowers its 19,480 employees to be on-the-ground ambassadors of its purposeful and inclusive culture of conviviality, bringing people together in meaningful, sustainable and responsible ways to create value over the long term. Executing its strategic plan, Transform & Accelerate, Pernod Ricard now relies on its "Conviviality Platform", a new growth model based on data and artificial intelligence to meet the ever-changing demand of consumers.

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