

PRESS RELEASE
October 10, 2025

Absolut Haring x Aries: Art and fashion collide in a special-edition collection of collectable apparel and accessories

Absolut Vodka and Aries unveil a special-edition fashion collection that brings together the creative worlds of art and fashion in a riotous explosion of colour and energy, inspired by Keith Haring's iconic Absolut artworks. Launching on 9th October, Absolut Haring x Aries celebrates the enduring legacy of Keith Haring's renowned artwork and pays homage to his famed collaboration with Absolut in the 1980s.

- Absolut Vodka unveils special-edition fashion collection with luxury streetwear brand Aries
- It's the latest tribute to long-term collaborator and legendary artist Keith Haring, who collaborated with Absolut in the 1980s
- Collaboration brings together the shared belief that art should be accessible to everyone
- The designs combine Aries' distinct streetwear aesthetics with Haring's signature vibrancy
- Absolut Haring x Aries features six pieces across apparel and accessories

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The Absolut Haring x Aries collaboration underscores Haring's lasting influence. His playful motifs, from dancing figures to barking dogs have become universally recognisable and continue to serve as powerful reminders that creativity can be a unifying force for positive change.

The collection isn't just about fashion but a shared ethos. Absolut believes that creativity should be a force to inspire, transform and unify; while Haring believed that art should be taken off gallery walls and into everyday life.

The collection comprises six collectable pieces, combining the edgy aesthetic of luxury streetwear brand, Aries with Haring's iconic Absolut paintings – an advertising campaign the artist collaborated on nearly 40 years ago after being recommended by his friend Andy Warhol. The collection spans everything from jeans and tees to hoodies and ties, amongst other apparel and accessories. Each piece reinterprets Haring's inimitable style in a modern way for a whole new generation to enjoy.

The launch follows Absolut's Haring-Cross pop-up at Charing Cross station, a cultural tribute to Keith Haring and his legendary collaboration with Absolut Vodka in the 1980s, along with the release of the Absolut Haring Artist-Edition bottle available across 40 markets globally. The design of the new Artist-Edition bottle features Haring's signature on the shrink sleeve and debossed logo with hallmark dancing figures that are brought to life in red and yellow against the distinctive Absolut blue. Around the neck, a hand-drawn take on the Absolut medallion – featuring founder L.O. Smith – adds a personal touch from the artist himself.

The Absolut Haring x Aries collection will be available exclusively at ariesarise.com from October with pieces ranging from £25.00 to £280.00.

Maxime Henain, Head of Culture & Partnerships, Absolut, says: *"Absolut is a cultural mixer, consistently playing in fashion, art and music spaces. This Haring-inspired collection with Aries mixes both fashion and art with Absolut's platform, allowing Absolut to cement itself as a brand that provides a springboard for creative expression and helps make art accessible to everyone."*

Sofia Prantera, Creative Director, Aries, says: *"This collaboration is a celebration of our core values, which are rooted in a passion for art, graphics and illustration. Keith Haring's iconic legacy also sits within this space, so I'm thrilled that we were able to bring our visions together with a vibrant partnership that will continue to expand the cultural space and nurture a community of artists, designers and enthusiasts who inspire us everyday."*

David Stark, Founder and CEO of Artestar, the agency representing the Keith Haring Studio, commented: *Keith's vision was grounded in the belief that art should be for everybody, and our mission is to keep that spirit alive while carrying it forward for new generations. This collection with Aries and Absolut is a fresh, thoughtful way to revitalize a moment from the 1980s that meant so much to Keith. We're excited for new audiences to engage with his legacy and this special story."*

About Aries

Aries is a non-gendered, luxury streetwear brand made in Italy, and created in London. Founded by Sofia Prantera of Silas and Holmes fame, Aries was born out of an ongoing love of trash culture, outsider art, graphics and illustration. The collections reflect its Creative Director's Central Saint Martin's background training and fascination with garment dyeing, printing and a forensic approach to garment construction.

Aries is a vehicle for cultural collaborations and the brand's cultural output is realised through the release of self-published books, international art shows, exhibitions, experiences and collaborations which range from the cult and collectable to the esoteric, working with different artists and image makers who are an integral part of the Aries world, community and family.
@ariesarise www.ariesarise.com

About Keith Haring

Keith Haring (1958-1990) was preeminent among the young artists, performers, and musicians whose work responded to the urban street culture of the 1980s. When he arrived in New York City at the age of 19 to enrol in the School of Visual Arts, Haring found an alternative world thriving outside the gallery and museum system, in the downtown streets, the subways, and clubs.

Inspired by graffiti artists whose marks covered the city's subway cars, Haring began to draw in white chalk over the black paper used to cover vacant advertising panels. Not only was Haring able to reach a large and diverse audience with his subway drawings, but eventually the subway became, as Haring said, a "laboratory" for working out his ideas. There, he developed the series of images that would become his signature: the radiant baby, the barking dog, and the running figure. As early as 1982, Haring began exhibiting in galleries and museums around the world, but continued to participate in public projects, including literacy campaigns and anti-AIDS initiatives. Building on earlier impulses to draw on everything from refrigerator doors to vinyl tarpaulins, Haring continued to use a variety of media in order to communicate to a massive audience, essential themes such as birth, death, love and war.

Diagnosed with AIDS in 1988, Haring established the Keith Haring Foundation in 1989 to provide funding and imagery to AIDS organisations, and to ensure that his philanthropic legacy would continue indefinitely. The Keith Haring Foundation's mission is to sustain, expand and protect the legacy of Haring's art and his ideals. Keith Haring passed away in New York in February 1990 from AIDS. Since his death, he has been the subject of several international retrospectives, and his work is in major private and public collections. Although Haring's career was brief, his work has become a universally recognised visual language.

<https://www.haring.com/>

About Artestar

This project was done in collaboration with Artestar, a global licensing agency and creative consultancy representing the Keith Haring Studio and other world-renowned visual artists, estates, and foundations. Artestar conceptualizes and develops some of the world's most iconic brand partnerships across an array of categories and geographic regions, all while preserving and elevating each artist's unique legacy. Through strategic planning and thoughtful curation, Artestar powers creative collaborations to make art accessible to everyone.

@artestarnyc <https://www.artestar.com/>

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod

Ricard's consolidated sales amounted to € 10,959 million in fiscal year FY25. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices. <https://www.pernod-ricard.com/en>

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<https://theabsolutgroup.com/media-room/press-release/absolut-haring-x-aries-art-and-fashion-collide-in-a-special-edition-collectionof-collectable-apparel-and-accessories/>