

PRESS RELEASE
April 17, 2023

Absolut unveils exclusive Seletti design lamps in iconic bottle shape for limited edition NFTs

Absolut Vodka and Italian designer Stefano Seletti have unveiled an exclusive collection of physical ceramic design lamps inspired by Absolut's iconic bottle for its unique NFT collaboration that bridges the gap between IRL and virtual worlds.



Absolut Vodka has unveiled the identity of the exclusive designs for its limited edition Born To Mix3D NFT Collection – two weeks after Absolut lovers, collectors and design enthusiasts were first given the opportunity to buy NFTs that came with the promise of a mystery design item.

Absolut's collaboration with Seletti, whose irreverent art de la table furniture and lighting designs launched a design revolution in Italy over a decade ago, is deeply rooted in the concept of mixing virtual with real life and newness with heritage. It's a meeting of minds – Absolut has been breaking boundaries and mixing pop culture for over 40 years with its progressive and inspiring collaborations across the art, music, fashion, technology and design creative fields.

The collaboration comes as the digital art space gains more recognition. The Absolut and Seletti NFTs, of which there are 2,500, have been divided into four rarities, including an 'extra rare' edition and are all randomly allocated. Until Monday 17th April, NFT owners have had no idea what rarity they had bought and what the associated physical item was – every Born To Mix3D NFT purchased depicted the same generic digital image.

Traditionally, NFTs live as a downloadable file of a purchased work of art and buyers can in this way build a collection. Absolut has last week revealed that each NFT bought has digitally transformed into a 3D video inspired by Absolut's World of Cocktails campaign, its iconic bottle, and features the exclusive Seletti-designed lamp. NFT owners have until 15 June 2023 to redeem their NFT to receive a working physical version of the limited-edition white ceramic design lamp signed by Seletti.

Each of the four designs has a different coloured lampshade representing three cocktails – Espresso Martini, Vodka Tonic and Mule – and the fourth, representing a combination of them all, Born To Mix (of which there are just 100 lamps). In a playful twist, the USB-charged lampshade can be used on any – and only – Absolut bottles, allowing the NFT owner to mix things up by giving them a new lease of life – and light.

Seletti x Absolut NFTs (priced at approximately €600 each) can still be purchased by visiting the dedicated 3.0 website Absolut NFT before being randomly allocated one of the four rarities of NFT with their associated design lamp.

The Born To Mix3D project embraces the values of the Absolut universe, creating a more inclusive world, where people and ideas can mix in an authentic and fun way in real life as well as in virtual life.

Charl Bassil, VP Global Marketing Absolut Vodka, said: *"For the last forty years, Absolut Vodka has been creating better together through beautiful and sometimes surprising collaborations. We are proud of our heritage of partnership with creative minds from the world of art, fashion, entertainment and beyond. And so it seems fitting for Absolut and Stefano Seletti together to bring to life the NFT design collection with these limited edition lamps, in the shape of our iconic bottle. After all, we were Born to Mix".*

For more information, assets or interview requests, please contact:
theabsolutcompany@mcsaatchi.com

Notes to editors:

NFTs can be bought directly from [here](#) (subject to T&Cs). To purchase an NFT, buyers will need a wallet and some ETH (Ethereum) crypto. They can open a wallet on Metamask (specific conditions may apply).

The NFTs can be sold on secondary marketplaces. Those that resell before claiming the design item will no longer be able to request it (specific conditions may apply). The white ceramic bottle is empty to help with shipping the physical item on redemption of the NFT.

About The Absolut Company

The Absolut Company has the worldwide responsibility for the production, packaging innovation and strategic marketing of Absolut Vodka, Malibu and Kahlúa.

Malibu is the number one rum-based coconut spirit in the world.

Absolut Vodka is one of the world's top ten international spirits brands. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden.

Kahlúa coffee liqueur is the world leader in its category.

The Absolut Company portfolio also includes Åhus Akvavit. The visitor center, Absolut Home, located next to the main production site for Absolut Vodka, was opened in 2018. The head office is located in Stockholm, Sweden. Chairman and CEO is Stéphanie Durroux. The Absolut Company is a part of Pernod Ricard, the world's second largest wine and spirits producer (source: IWSR).

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €10,701 million in FY22. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis. Pernod Ricard is also a United Nation's Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Contact



M&C Saatchi

For more information contact the The Absolut Group-team at M&C Saatchi.

theabsolutgroup@mcsaatchi.com

Read this online

<https://theabsolutgroup.com/media-room/press-release/absolut-unveils-exclusive-seletti-design-lamps-in-iconic-bottle-shape-for-limited-edition-nfts-tech/>