

Writing an Introduction

ABSOLUT.Collection Plan

Over the past decades, the iconic Swedish Vodka brand has gained world-wide fame through continuous advertising campaigns, ongoing collaborations with the creative industries such as art and fashion as well as consistent high quality. Absolut Vodka creates a vision of an absolut world where everything is perfect. Consumers are invited to be part of this idealistic vision which is thought-provoking and leaves room for the mind to fantasize about. All these aspects are what set Absolut apart from other vodka brands. Absolut Vodka is hip and stylish. It positions itself as a high class vodka, yet at an affordable price.

Apart from being different and unique in its marketing methods, playfulness also belongs to their core values, as depicted in their creative collaborations and often witty advertisements.

Toughness represents the invincible, independent Absolut bottle and shape and at last, continuous innovation and being up to date with the Zeitgeist is another important core value. These core values will be applied to our unique ABSOLUT. clothing collection which is presented in the following pages. Now follow us into the ABSOLUT. world of fashion!