

Absolut Singapore limited-edition bottle lands at Changi with DFS



Brazilian artist Daniel Barbosa's design for Absolut's latest limited-edition bottle is inspired by the Garden City of Singapore

This July sees the launch of Absolut Singapore, a limited-edition vodka bottle with a bespoke wrap designed by Brazilian artist Daniel Barbosa, inspired by the Garden City.

Available exclusively in DFS at Singapore Airport, the design is brought to life in various locations. Tasting bars and experiential areas provide travelers with photo opportunities.

The launch is part of a wider campaign, exclusively available in travel retail, which has seen Absolut collaborate with international illustrators and designers to create a collection of premium limited-edition bottle wrap designs celebrating iconic cities.

As a statement to the brand's belief in bringing people together in global unity, Absolut collaborated with global creative community Talenthouse to encourage submissions from hundreds of creatives worldwide, with a brief to create a design inspired by the landscape, heritage and culture of their chosen cities.

Barbosa is one of six artists whose designs were selected out of over 700 submissions worldwide to form part of the new global collection. His illustration, wrapped around the brand's Absolut Original vodka, is a contemporary take on the symbols of Singapore's cultural heritage.

Daniel Barbosa said: "I am thrilled to have the opportunity to collaborate with Absolut, and to be following in the footsteps of other great artists who have done the same is an honor. With Absolut's modern and progressive nature in mind, I have created a design which is a contemporary take on

Singapore's unique heritage.

"The orchid is inspired by a native species only found in Singapore as well as the National Orchid Garden, home to thousands of other species, while the lotus flower - the inspiration for the fantastic architecture of the ArtScience Museum - is also woven into the design. The final element of my illustration is the legendary mythical Merlion which symbolizes Singapore's humble beginnings and its original name, the Lion City."

Timed to land before Singapore's National Day celebrations on August 9, the bottle is designed to be a keepsake for travelers or a celebration of the city for Singapore residents.

Katie Gee, Global Marketing Manager, Pernod Ricard Global Travel Retail, said: "We are so excited to see Daniel's incredible illustration brought to life with this limited-edition wrap of our Absolut Original bottle available in Singapore. Here at Absolut we are proud to support so many creative minds in our mission to create a more open world where people can express themselves freely, and our collaboration with Daniel and other like-minded artists around the world is a true reflection of this goal."

Absolut Singapore is available from July 1, 2019 at Singapore Changi Airport Terminal 1, T2 and T3, Arrivals and Departures.