

New Diesel x Coca-Cola collection uses recycled material

Diesel has collaborated with Coca-Cola to introduce a capsule collection incorporating recycled materials. The (Re)Collection uses materials such as recycled PET derived from plastic bottles and recycled cotton, to create a modern interpretation of Diesel's casual wear aesthetic combined with Coca-Cola's iconicity.



Creating beautiful fibres from plastic waste, the collaboration aims to raise awareness on the value of recycling with all pieces made with recycled PET fibres.

The range comprises 12 trans-seasonal items. Denim pieces from the collection include a unisex denim workwear jacket featuring red stitching detail, emblazoned with the Coca-Cola logo, which can be paired with the denim workwear pant or the womenswear short - a classic high-cut, frayed short embroidered with the Coca-Cola Spencerian Script.

The collaboration was rolled out worldwide with a global first showcase of The (Re)Collection taking place at the renowned department store, Galeries Lafayette, during Paris Fashion Week. This launch event was followed by a series of collateral events that took place around the world including London, Berlin, Milan, Tokyo, Shanghai, Beijing, Amsterdam, New York, among others.



Michelle Moorehead, VP of global licensing and retail for The Coca-Cola Company said, “We are excited to partner with Diesel on this collection. Not only does The (Re)Collection generate awareness of the importance of recycling in a very approachable way – by showcasing beautiful fashions created from recycled materials – it’s also a collection that celebrates individuality.”



FASHION & HOMEWARE

Coke Threds design collab merges SA fashion with pop culture

10 Dec 2018

Renzo Rosso, founder of Diesel, added: “The (Re)Collection is a collaboration between two authentic and iconic brands that are both committed to a more responsible business. Inspired by our vision of the future, we are collaborating with Coca-Cola to explore new methods of creating fabrics, whilst challenging ourselves to incorporate recycled materials in our collection

The collection was officially released at selected Diesel stores worldwide and on diesel.com this October.

For more, visit: <https://www.bizcommunity.com>