

No labels, no clichés, it's Absolut

The limited edition Absolut Vodka bottle with no label was officially unveiled during London Fashion Week (18 - 22 September 2009), at an exclusive cocktail presented by Absolut and Fantastic Man. The original Absolut bottle, designed by Swedish designers Gunnar Broman and Hans Brindfors in 1979, but without the Absolut logo and label will be launched globally in October 2009.



It is a bold and innovative project where the brand is challenging labels and prejudice about sexual identities. Part of the initiative is a 24-page interview magazine, produced in collaboration with celebrated men's magazine Fantastic Man featuring personal interviews around labels, misconceptions and prejudice. The magazine, designed by Jop van Bennekom, will come as a supplement with Fantastic Man No 10 and be distributed at selected bars, restaurants and stores around the world.

“For the first time we dare to face the world completely naked. We launch a bottle with no label and no logo to manifest the idea, that no matter what's on the outside, it's the inside that really matters. The bottle visually manifests our belief in diversity and our standpoint when it comes to sexual identities. Of course it is also a wonderful piece of delicate and minimalist design, a true collector's item,” says Kristina Hagbard, global PR manager at The Absolut Company.

A leader in embracing the LGBT community

Absolut was one of the first commercial brands to embrace openly the LGBT (Lesbian, Gay, Bisexual, Transgender) community and its ads have appeared in gay media since 1981. With this initiative, Absolut is again showing its support for the LGBT community.

“There are too many clichés associated with the LGBT community. LGBT people are often referred to as one homogenous group but when you think about it: does a 60-year old lesbian woman from South Korea necessarily have that much in common with a 20-year old gay man from Berlin, or a Brazilian transgender person of indeterminable age?” Hagbard continues. “By challenging labels and prejudice we want to explore problems around this subject, and at the same time promote a more diverse, vibrant and respectful world.

A discrete and easily removed sticker with the campaign manifesto encourages consumers to discard the labels and to the blog site, discussing labels and prejudice associated with the LGBT community. There is also a No Label fan page on Facebook, together with a Facebook app, which users can activate to show their support of a world without prejudice.

For further information visit: www.absolut.com/nolabel.

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