

## Sparkling can design for Coca-Cola light

The new range of cans and bottles of Coca-Cola light features fashion forward designs from Marc Jacobs, following the international designs of Jean Paul Gaultier and Karl Lagerfeld who lent the creativity to the iconic bottle in 2011 and 2012 respectively.



Jacobs brings his unique vision to the brand, uniting the stylish and light-hearted personalities of both icons. Inspired by the '80s, '90s and '00s, the chic designs capture a celebration of women through the decades with a whimsical twist, true to his signature style. The collection exudes a youthful spirit, with provocative artistry, the perfect partner to collaborate with the brand.

Marc Jacobs commented, "I feel very privileged to be the new creative director of the brand in 2013 and put my stamp on the Sparkling Together campaign. It is an icon... and I love an icon."

The 330ml, 500ml and 2 litre PET bottles are available now.

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