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HAVANA CLUB UNVEILS LIMITED EDITION BOTTLE WITH GLOBALLY ACCLAIMED DESIGNER MARTINE ROSE *... JUST IN TIME FOR CHRISTMAS*



Havana Club, a leader in the world of premium and above rums, has unveiled its latest global creative collaboration, with a limited-edition **Havana Club Añejo 7 Años** bottle, designed in partnership with fashion powerhouse **Martine Rose**.

The striking new design for the brand's flagship expression unites Havana Club's Cuban spirit and craftsmanship with Rose's Jamaican British heritage and bold creativity, a tribute to Caribbean identity and community-led creativity. Described by its creator Don José Navarro as "the very essence of Cuban rum", **Havana Club Añejo 7 Años** becomes the canvas for Martine Rose's signature artistry, who has dressed global icons including Rihanna, Kendrick Lamar, Dua Lipa and Drake.

Designed in tandem with Rose's Autumn/Winter 2025 collection, the bottle is layered with bold emblems, expressive colours and delicate watercolour tiles inspired by Havana's mosaic architecture. Premium finishes, from shimmering foils and pearlescent varnishes to textured labels, elevate the design and create a striking sense of depth and movement.

A custom motif engraved on the bottle neck and Rose's signature embossed on the foot label add distinctive personal touches. Together, these elements ensure strong standout on-shelf, driving visibility and consumer appeal throughout the festive season.

This latest edition builds on Havana Club's proven legacy of creative collaborations with leading cultural voices. From award-winning music artists Skepta and Burna Boy to fashion brands like Places+Faces and most recently jewellery artist Jonathan Rashka, the brand continues to reach new audiences across fashion, music and culture. Martine Rose now joins this global roster, bringing her signature blend of heritage, innovation and community spirit to Havana Club's most iconic expression.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "We're excited to raise a glass to our latest collaboration with Martine Rose, a designer who's known for rewriting the rules and creating real, lived culture. At Havana Club, we've always been about more than just rum. We're about community, creativity, and the stories that bring people together. So teaming up with Martine, who shares Caribbean heritage and a deep connection to culture, felt like the perfect match."

The **Havana Club x Martine Rose Añejo 7 Años** limited edition bottle will be available across the UK (Off and On Trade), as well as O2 Academy Venues from 1 November 2025. RRP of £28.95.

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Notes to Editors

ABOUT MARTINE ROSE

Martine Rose established her London-based label in 2007, evolving from a small shirting line into a globally acclaimed menswear brand. Known for her fearless design and authenticity, she has shaped the direction of contemporary fashion while retaining her underground cult credentials.

Drawing on her Jamaican and British heritage, as well as London's music and subcultural scenes, Rose's work explores proportion, silhouette and masculinity, always rooted in community and creativity. A frequent collaborator and consultant, she has dressed icons including Rihanna, Kendrick Lamar, Dua Lipa and Drake, and was named British Menswear Designer of the Year (2023).

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard's consolidated sales amounted to € 10,959 million in fiscal year FY25. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Altos, Del Maguey, Código, Lillet, Bumbu, Redbreast, Malfy, Skrewball, Jameson, Absolut, Malibu, Kahlúa, Perrier-Jouët, G.H. Mumm, Beefeater, Italicus, Martell, Ballentine's, The Glenlivet, Havana Club, Chivas, Lamb's and Monkey 47. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.