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ABSOLUT VODKA EMBARKS ON NEW CREATIVE ERA WITH KAWS ARTIST EDITION BOTTLE AND PAINTING

The renowned artist, who shows his distinctive work in unexpected places to reach everyone, brings a fresh perspective to Absolut



October 2026: Absolut Vodka has unveiled an Artist Edition collaboration with world-leading contemporary artist KAWS, reimagining its iconic apothecary-shaped bottle through KAWS' unmistakable visual language.

Building on a rich history of groundbreaking collaborations, Absolut Vodka's partnership with one of today's most influential artists marks a new era in its creative journey. It reflects Absolut's continued ambition to open minds and spark fresh perspectives through partnerships spanning art, fashion, music and culture.

Inspired by a specially commissioned painting by KAWS, the ABSOLUT KAWS Artist Edition bottle challenges the familiar, championing curiosity through imagination. Featuring the artist's famed "XX" motif and CHUM character on the front, and an image of the original painting on the back, the bottle transforms an everyday object into something unexpected – inviting people to view it from their own perspective.

The Brooklyn-based artist – whose real name is Brian Donnelly – is a natural collaborator for Absolut Vodka, which has always believed that art should be open, joyful and for everyone. His work seamlessly bridges the gap between fine art and popular culture, resonating with audiences far beyond the traditional art scene. Growing up in New Jersey, Donnelly spent his teenage years tagging trains and billboards downtown with his now-famous KAWS tag. Through his instantly recognisable characters, KAWS breaks barriers and makes his thought-provoking work accessible to all.

The ABSOLUT KAWS Artist Edition bottle (40% ABV) will be available for a limited time from 1 October 2026 across more than 30 markets, including the UK, Germany, Spain, Mexico, China, Italy, New Zealand, Poland and Korea. Please visit <https://www.absolut.com/en/products/absolut-kaws> for more information on price and availability.



Liam Murphy, Marketing Director, Pernod Ricard UK, comments: "Absolut has spent decades shaping culture, not just following it. The KAWS collaboration is the latest example of how we're keeping the brand fresh, relevant and distinctive for a new generation of consumers. Combined with continued investment in our core range, innovation and iconic cocktail occasions, our yearly limited-edition artist collaborations help Absolut strengthen its position as the UK's leading premium vodka brand."

Absolut KAWS will be available in all major UK grocers, impulse and Amazon from 1st October 2026. RRP £23 (70cl), £32 (1L).

Absolut, since its early collaborations with artists such as Andy Warhol more than forty years ago, has always challenged the familiar, opening minds to new perspectives. In addition to its artist collaborations (more than 550 artists have contributed over 850 artworks inspired by the distinctive Absolut Vodka bottle since the 1980s), Absolut has also more recently partnered with household brands and popular cultural events, including Heinz, Tabasco and Tomorrowland.

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Link to all PR Assets: [HERE](#)

About Pernod Ricard UK

Pernod Ricard is a global leader in spirits and champagnes, combining heritage, a prestigious portfolio of world-renowned brands and established route-to-market expertise. Based in London, Pernod Ricard UK is responsible for marketing and distributing its extensive portfolio of clear and aged spirits, champagnes and ready-to-drink products including Jameson, Kahlua, Malibu, Absolut Vodka, Bumbu, Altos, Perrier-Jouët, Lillet, Chivas Regal and The Glenlivet, along with many more. Pernod Ricard UK is the #2 spirit supplier in Great Britain, with 3 of the top 15 spirits brands (NielsenIQ). Its mission is to ensure the long-term growth of its brands with full respect for people and the environment, while empowering employees to be ambassadors of a purposeful, inclusive and responsible culture of authentic conviviality.

For more information, visit <https://www.pernod-ricard.com/en/locations/uk>

ABSOLUT KAWS

KAWS (b. 1974) is one of the world's most influential contemporary artists, renowned for blurring the boundaries between fine art, design and popular culture. Across painting, sculpture and large-scale public installations, his distinctive visual language – defined by bold graphic forms, playful characters and sharp cultural commentary – has made his work instantly recognisable around the globe. Over the past three decades, KAWS has built a career that combines artistic rigour with broad cultural appeal, collaborating with leading global brands while remaining a highly sought-after figure in the contemporary art world.

His work has been exhibited at many of the world's foremost cultural institutions, including the Albertina Modern in Vienna, the Serpentine Gallery in London, the Brooklyn Museum, the San Francisco Museum of Modern Art, the Andy Warhol Museum, the National Gallery of Victoria in Melbourne and the Mori Arts Center Gallery in Tokyo, among others. Admired by collectors, critics and audiences alike, KAWS continues to shape contemporary visual culture through work that is both accessible and thought-provoking.

About The Absolut Art Collection

Andy Warhol painted Absolut Warhol in 1985, which became the first Absolut Art advert and marked the beginning of Absolut's involvement in the arts. Warhol subsequently recommended Keith Haring to interpret the Absolut bottle – between 1985 and 2004, more than 550 artists created more than 850



works of art. The Absolut Art Collection's dedicated home is at Spritmuseum, Stockholm and includes paintings, graphic art, photography, furniture, fashion and handicrafts – all of which have been used in campaigns for Absolut Vodka. What unites the works of art in this collection is that every image or object portrays the iconic Absolut Vodka bottle. The pieces were created as part of a strategy to build and communicate a brand during an era associated with New York's Studio 54 and glitter balls, the first victims of the AIDs epidemic, the fall of the Berlin Wall, and the birth of IT. All the collection's works of art create a nuanced portrait of three decades' worth of cultural trends and developments.