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IT'S ABSOLUT, BABY.



[October 20, 2026]:

Absolut Vodka and Charli xcx join forces for a new two-year partnership, bringing together two influential names in pop culture.

"When Absolut approached me for a collaboration, I was immediately down because they told me they wanted to do something a little chaotic - which obviously I love so yeah, moments with music, martinis, friends and strangers that's like so my vibe babes": **Charli xcx said of the partnership.**

Absolut and Charli are bringing their own spin to the partnership, with limited-edition drops, collectible items, custom glassware and fan events.

Following her sold-out LA shows over the weekend, Charli gave fans a subtle tease of what was to come, posting backstage shots in an "I ♥ Absolut" T-shirt on her socials. Meanwhile, during "Card Declined" across the weekend, her dancers took to the stage wearing their own take on the classic "I ♥" tee, featuring "Absolut" and "Dirty Martini" - a nod to Charli's drink of choice.

Craig Van Niekerk, Absolut Vodka's VP of Global Marketing, said: "Charli doesn't just have fans, she's created a whole world around her, and that's what we want to embrace. Absolut has always believed in the people who push culture forward, so rather than arriving with a rulebook, we want to co-create with Charli and her Angels fandom and see where they take us. It might get messy, it might get chaotic, but it definitely won't be boring."

What's coming next isn't mapped out. Absolut and Charli are setting out to create something beyond the predictable, with fans helping shape what happens along the way.



Stay tuned to Absolut and Charli's socials to guess what's next.

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

Link to websites:

Global: <https://www.absolut.com/en/campaign/absolut-xcx/>

US: <https://www.absolut.com/en-us/campaign/absolut-xcx/>

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About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. 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. **In this spirit, Absolut's partnership with Charli xcx focuses on bringing people together through music, nightlife and shared community.** 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 index.

About Charli XCX

Charli xcx is one of the defining artists of our time. Moving between the experimental and the mainstream, she has built a career characterised by reinvention, collaboration, and a singular approach to artistry that has influenced both the sound and visual language of contemporary culture. Her work has earned widespread critical acclaim including multiple BRIT and Grammy Awards, cementing her status as one of contemporary pop's most influential creative voices.

Beyond music, Charli has become a defining presence in fashion and contemporary image-making and has expanded her creative practice into film, where she acts, writes, produces and scores projects with directors including Takashi Miike, Greg Araki and Cathy Yann.