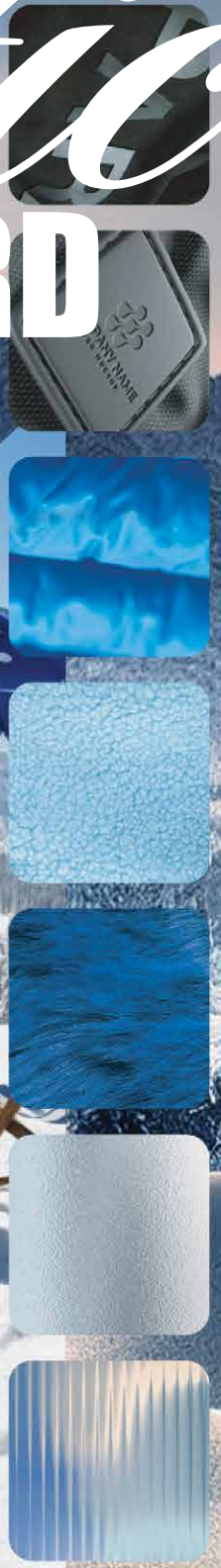


ABSOLUT.[®]
Presentation 2026

ABSOLUT

Arctic TREND BOARD

- Textures
- Colors
- Lifestyle
- Branding



The background of the advertisement is a dimly lit bar with shelves of various bottles. In the center background, a bottle of Absolut is highlighted with a bright blue neon glow. In the foreground, on a dark bar counter, there is a large, clear ice bucket filled with crushed ice, with an Absolut bottle chilling in it. To the right of the bucket are two glasses of Absolut with ice and lime. On the left side of the counter, there is a large, glowing blue cube. The overall color palette is dominated by deep blues and blacks, with the bright blue of the neon and the glowing cube providing a focal point.

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Arctic After Dark

Bar/Restaurant life



NEON LIGHT DISPLAY

- Neon lit sign
- Printed graphic backdrop

HAR-NEO-001_ABS



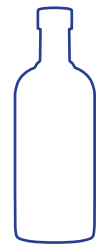


GLOW CUBES

- Solid plastic mold
- Debossed print

HAR-NEO-001_ABS





LED ACRYLIC SIGN

- LED lights
- Acrylic mold
- Printed details

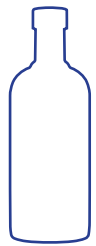




TUMBLERS

- Solid plastic mold
- Debossed print

HAR-NEO-001_ABS



ICE BUCKET

- Neon lit ice tray
- Logo print



WINE & SPIRITS

CHILLED DRINKS

WINE & SPIRITS

ABSOLUT
AFTER

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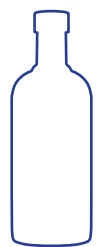
Arctic Impact
Retail Stores





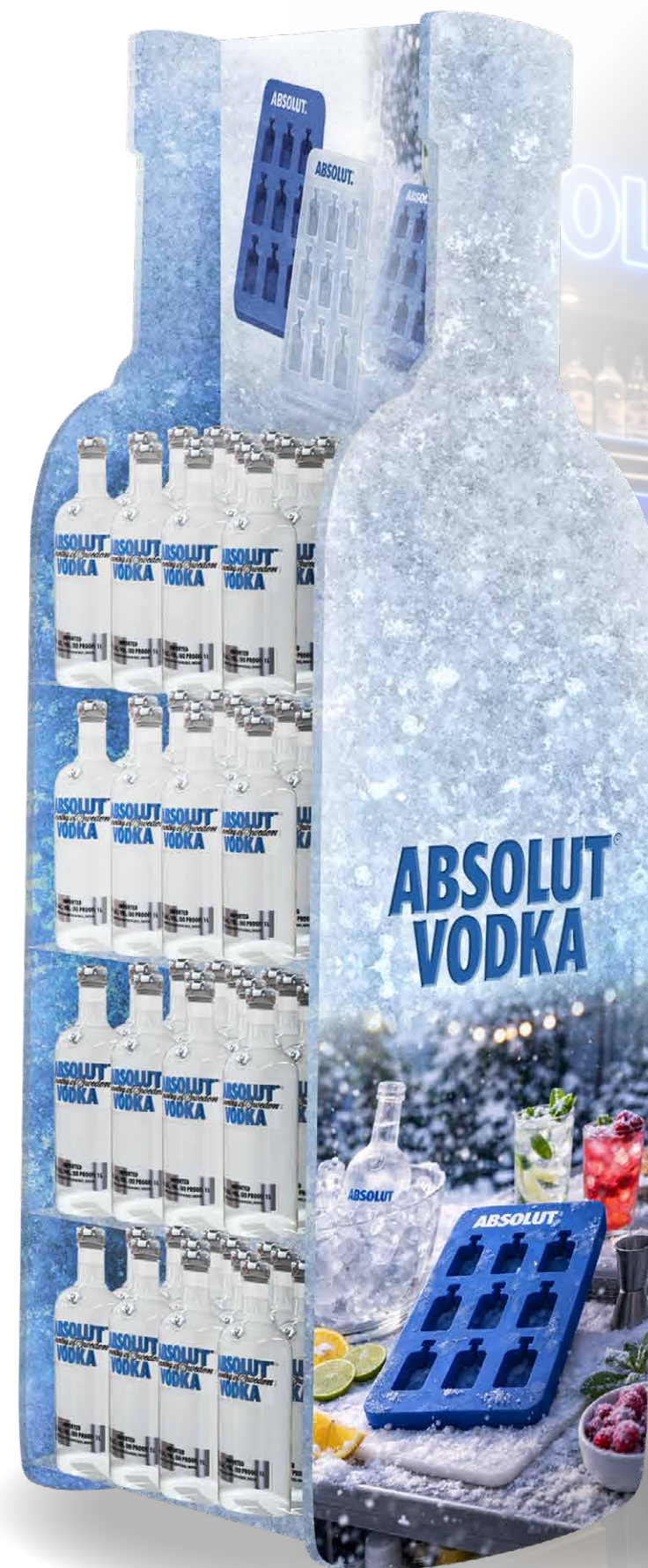
ICE TRAYS

- Rubber ice tray
- Custom bottle shaped
- Logo print



DEALER LOADER

- Reinforced cardboard
- Ice tray giveaway





GIFT PACKAGING

- Custom design packaging
- Assorted sizes
- Di-cut detail with label and ribbon trim



SPIRITS COOLER

- Hardshell construction
- PU strap with gold hardware
- Printed debossed logo



ABSOLUT.®

Arctic Everyday
Apparel & Accessories





CABLE KNIT BEANIE

- Cable knit beanie
- Rubber debossed patch
- Faux fur pom





FURRY FANNY

- Faux fur with webbing strap
- Embroidered logo

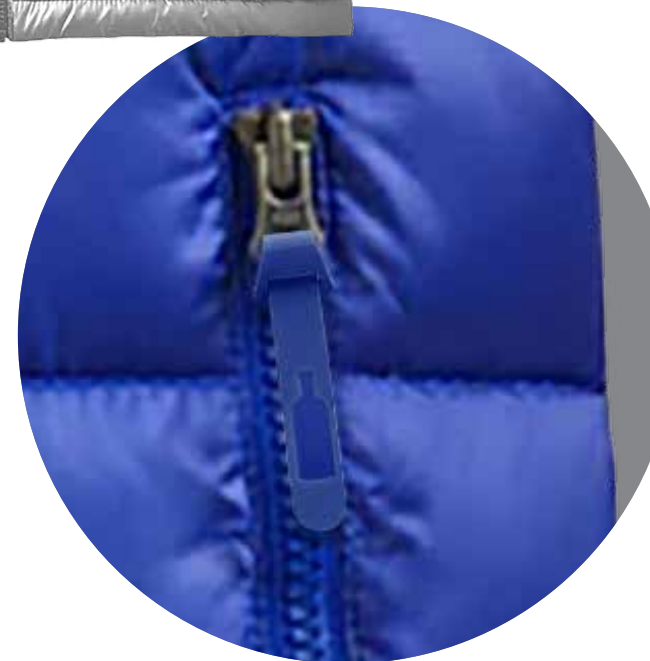




MOUNTAIN SWEATER

- Sublimated cotton sweatshirt
- Bottle logo neck print





ACTIC VEST

- Down filled puffer vest
- Embroidered chest logo
- Debossed logo zipper pull

Debossed logo zipper pull