September 30, 2011

A Glittering Evening of Fashion to Celebrate the Coca-Cola 125th Anniversary JC/DC Collection

PARIS, September 30, 2011 /PRNewswire/ --

The Coca-Cola Company and top Parisian fashion designer Jean-Charles de Castelbajac hosted a soirée last night, in celebration of the exclusive JC/DC collection created especially to mark the company's 125th anniversary year.

(Photo: http://www.newscom.com/cgi-bin/prnh/20110930/484506)

The 'invitation-only' event, held at the famed Paris venue Le Trianon, was one of the hottest party tickets at Paris Fashion Week. The event saw a host of VIP attendees including **Dita Von Teese** and celebrated designer **Ora Ito**. The venue was also dressed to impress for the party, reproducing the collection's retro/futuristic mood. Le Trianon's interior was decorated in the 'Coca-Cola' brand's signature red colour and featured iconic imagery from brand's 125-year history, as envisaged by de Castelbajac himself.

The breathtaking JC/DC collection celebrates the 'Coca-Cola' brand's timeless iconic appeal through the medium of fashion, and its role as a seminal part of popular culture over the years. Mr. de Castelbajac lives up to his reputation by showcasing a collection brimming with ingenuity - the centrepiece of which being the silver-sequined 'Coca-Cola' dress, which was the centrepiece of the evening. Notably, the collection also includes a T-shirt design featuring a young Elvis Presley, as photographed by the legendary Alfred Wertheimer.

The crowd danced to exclusive music performances by **TrentmØller**, **Tomorrow's World**, **Busy P** and **Breakbot** to fête the 'Coca-Cola' brand's collaboration with Jean-Charles de Castelbajac, a designer who is globally renowned for his innovative and inspired work.

"I fell in love with Coca-Cola at first sight! I was 16, and it was the only bottle who had the waist of a girl," said Jean-Charles de Castelbajac. "I was thinking about a pipeline between the USA and France to import this American myth. My mentor Raymond Loewy designed for Coke, and Warhol helped made it an icon. I was honoured to create a collection and an event for the 125th anniversary, and be part of this long creative history!"

Jackie Duff, Global Licensing and Retail Operations at The Coca-Cola Company, commented: "The 125th anniversary year has been fantastic for the brand; packed full of excitement and activity. Collaborating with such an inspired fashion house as JC/DC has been a terrific experience. We are thrilled with the beautiful collection Mr. de Castelbajac has created, which is more than worth the great celebrations we are enjoying this evening."

Notes to Editors:

- The Coca-Cola 125th anniversary JC/DC collection features a range of four T-shirts for men, and three T-shirts and a sequined dress for women.
- The exclusive collection is available at select boutiques around the world.
- The Coca-Cola Company's 125th birthday signifies the first year a 'Coca-Cola' was sold in Atlanta, Georgia in the United States in 1886.
- Coca-Cola is the best-selling drink in history.

About The Coca-Cola Company

'Coca-Cola' is a registered trademark of The Coca-Cola Company.

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands.

Along with *Coca-Cola*, recognised as the world's most valuable brand, the Company's portfolio features 12 other billion dollar brands, including *Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply* and *Georgia*. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.

Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate.

For more information about our Company, please visit our website at http://www.thecoca-colacompany.com.

SOURCE Coca-Cola