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# Absolut launches limited-edition embraces spirit of young Indians

Absolut has associated with multidisciplinary artist Osheen Siva to launch a thought-provoking limited-edition bottle that celebrates the multifaceted identities that define the youth of India

By **Shraddha Warde** | October 11, 2023




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Absolut has been a pioneer of creative, purpose-led cultural initiatives that focus on self-expression through art and design. In the past, the brand has collaborated with artists like Subodh Gupta, Anish Kapoor, Bharti Kher and Vikram Seth to create several meaningful campaigns. For a brand-new campaign this year, Absolut has associated with multidisciplinary artist Osheen Siva to launch a thought-provoking limited-edition bottle that celebrates the multifaceted identities that define the youth of India, while looking forward to a hopeful future marked by inclusivity and acceptance.

Through their bold design, Siva showcases a rich blend of the traditional and the modern that reflects the brand’s ethos. The artwork is divided into three parts. The figure on the left reflects the traditional values deeply rooted in Indian culture, while the figure on the right represents fluidity, queerness and the future as a non-binary character. The hands in the middle represent the confluence of the old and new, drawing inspiration from Absolut’s core values of acceptance and unity.

Pulkith Modi, Head of Marketing – International Brands, Pernod Ricard India, said, “Absolut has always believed in a colourless world without biases and has a legacy of working with pop culture to encourage different forms of creative expression. The introduction of the new limited-edition bottle is a celebration of the diversity and pluralism that defines young India. Together with Osheen Siva’s exceptional design that has culminated into this symbolic edition, we hope to further Absolut’s commitment towards a more optimistic future.”

Artist Osheen Siva said, “I'm elated to have worked with Absolut again for this limited-edition design! The idea for this project is close to my heart and is in line with my existing practice. It is inspired by the multiplicity and plurality that exists in our society and the hope for a better future. I hope the artwork resonates with the youth of today.”
The new limited-edition bottle comes in a 750ml bottle and is now available in all the metro cities.

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