

## Coca-Cola collaborates with Diesel to design capsule collection

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DIESEL and Coca-Cola, have joined forces to create The (Re)Collection; a beautifully crafted and edgy capsule collection partially made of recycled materials, available online, worldwide from 7th October 2019.

The range includes recycled materials such as recycled PET derived from plastic bottles and recycled cotton, to create a fresh, modern interpretation of the Diesel casualwear aesthetic combined with Coca-Cola iconicity.

Creating beautiful fibres from plastic, this collaboration aims to raise awareness on the value of recycling with all pieces made with recycled PET fibres.

Michelle Moorehead, VP of Global Licensing & Retail for The Coca-Cola Company explained: “We are excited to partner with DIESEL on this collection. Not only does The (Re)Collection generate awareness of the importance of recycling in a very approachable way - by showcasing beautiful fashions created from recycled materials - it’s also a collection that celebrates individuality.”

Ishteyaque Amjad, Vice-President- Public Affairs, Communications & Sustainability at Coca-Cola India & South West Asia, said “The (Re)Collection is an innovative platform to showcase the value in recycling by creating beautiful materials with recycled plastic. This collaboration is first of its kind for Coca-Cola and is part of our mission to create a World Without Waste by helping collect & recycle the equivalent of every bottle that we sell by 2030.”