

The Coca-Cola Company
news
release

glacéau vitaminwater, the nutrient packed active lifestyle beverage, kicked off the year in stunning style by collaborating with south africa's leading fashion designer david tlaie to create a never-done-before fashion installation in circa gallery, johannesburg's leading art gallery. the event was the finale to the audi fashion week, and attracted over 400 of the who's who in the fashion and business world, including the likes of patrice motsepe, his gorgeous wife dr precious moloi, speaker of gauteng legislator lindiwe maseko, unati nkahi of metro fm, kaizer motoung jnr, hlubi mboya from the tv world, and rosie motene to name but a few.

glacéau vitaminwater has become renowned as the ideal fashion accessory in the cities of new york, paris, tokyo, and since the event with david last friday, now johannesburg. the event provided a fantastic relationship building platform for glacéau vitaminwater to enhance key stakeholder relationships in a chilled/unique environment where deliciously cold glacéau vitaminwater was served and enjoyed by every guest on the evening.

one of the highlights of the evening was the glacéau vitaminwater "red carpet" which added to the stature of the evening and ensured a celebrities welcome when entering into the overall experience.

the overwhelming success of the event has gone a long way to ensuring that glacéau vitaminwater is top of mind with the who's who of the sa fashion world.



a model waits for the david tiale's fall collection to commence. the show, held as part of audi fashion week, took place at the visually impressive circa gallery is rose bank. the event, presented by glacéau vitaminwater, saw models posed as pieces of art throughout the gallery.



tamara day, lead singer of flash republic, takes a quick phone-call as she settles in to david tiale's fall collection exhibition at audi fashion week. the singer was among 400 fashion fanatics at the circa gallery is rosebank for the show, presented by glacéau **vitaminwater**.



business mogul patrice motsepe and wife dr precious moli head up the red carpet to view the fall fashion exhibition of david tiale.



fashion as an exhibition. vintage furniture draped with model at the launch of david tiale's fall collection. presented by glacéau **vitaminwater**, the show was held at circa gallery in rosebank as part of audi fashion week.



a male model poses in one of the fall creations by david tiale. over 400 guests were treated to a fashion exhibition of extraordinary proportions. glacéau **vitaminwater** hosted the event at the circa gallery in rosebank.



the crowning glory. bedazzled in red sequins, a model in david tiale's fall collection was the grade finale in the fashion exhibition. held as part of audi fashion week, the show was presented by glacéau **vitaminwater**, and attracted over 400 fashionistas.



unathi and phumza enjoy the glacéau vitaminwater at the david tlale fall collection launch. the collection, entitled "fantastical structures" was defined as iconoclastic designs inspired by decadent architecture.



iconoclastic designs inspired by decadent architecture descended from the david tlale autumn / winter 2010 collection entitled "fantastical structures". the show, presented by glacéau **vitaminwater** was attended by over 400 vip guests.



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David Tlale on his victory lap after the successful launch of his autumn / winter 2010 collection entitled "fantastical structures". The show was presented by Glacéau Vitaminwater and held at the Circa Gallery in Rosebank.



Iconoclastic designs inspired by decadent architecture descended from the David Tlale autumn / winter 2010 collection entitled "fantastical structures". The show, presented by Glacéau Vitaminwater, was attended by over 400 VIP guests.



David Tlale enjoying a relaxing moment after his fall collection launch at Audi Fashion Week. Pictured here with Kaizer Motaung Jnr, David's fashion exhibition was presented by Glacéau Vitaminwater and was attended by over 400 fashionistas.



Bill Egbe (President of Coca-Cola South Africa) with David Tlale and members of the South African Glacéau Vitaminwater team – Mike Walker, Soneni Phiri and Joanne Smith. The launch of David's fall collection was a huge success and a highlight of Audi Fashion Week.

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The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. 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 nearly 1.6 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 Web site at www.thecoca-colacompany.com
