

# q celebrations: PEPSI PULSE

**Pepsi® celebrates brand refresh with 'Pepsi Pulse Collection', championing the next generation of Australian designers**

Pepsi partners with emerging Australian designer Jackson Cowden to launch AI-first fashion collection refreshing fashion classics.

17 April 2024 – On the 17th of April Pepsi marked its bold new era with an innovative partnership with emerging fashion designer Jackson Cowden, celebrating not only Pepsi's new identity, but the reinvention of classic fashion items and conventions. Our Publisher & Editor, Brett Hayhoe was an invited guest and flown to Sydney for the night to be there for this very significant moment in history.

In partnership with the 22-year-old emerging 'Digital Fashion Artist', the launch of the Pepsi Pulse Collection showcases Pepsi's new visual identity, whilst challenging the status-quo of traditional design.

The bespoke 10 piece strong collection is designed distinctly AI first, taking inspiration from Pepsi's new visual identity, and celebrating the brand's deep blue colourways, pulsating visuals and modern logo silhouettes.

The collection draws inspiration from Pepsi's new brand look, refreshing old familiar staples such as the little black dress and the classic white shirt; with modernity injected through innovative AI methods.

The partnership between Pepsi and Creative Director for the collection, Jackson Cowden, is based on a shared vision of refreshing the conventional things in the world and by doing so making them more interesting and enjoyable. Taking inspiration from pop culture and futuristic trends the collection is a fusion of the physical and digital worlds.

Using traditional design methods of sketching, pattern making, and multiple sample rounds would normally take Jackson up to nine months to complete a collection. With the young designer choosing instead an alternative approach in AI fashion technology, designing first in the digital world, Jackson was able to complete the final designs in 40 days, minimising waste, saving time, and pushing the boundaries of fashion traditions.

Designer and Creative Director Jackson Cowden said; "It's been great to partner with Pepsi who share similar values around challenging the status quo, pushing the unconventional and searching for new and bold ways of doing things.

The Pepsi Pulse Collection does exactly that and more, by transcending traditional boundaries and challenges conventional norms. The Pepsi "Pulse" is an illustrative way to tell different stories for the brand, it is Pepsi's visual



response to the beat of culture, reflecting the pulse of worlds we are immersed in.

Increasingly in the near future fashion designers will be drawn towards digital fashion design, with 'preconceived rules' in creative fields abandoned. The collection speaks to this, with the show blurring the lines between fashion, animation, lighting, sound, dance and performance, all in one story. Pepsi is known for keeping their finger on the culture pulse, and the innovative and creative way this collection has come to life further proves this.

I'm really excited to be part of what we hope will be a really impactful all-Australian moment. An Australian designer showing in front of Australian artist G Flip, playing in front of an Australian Icon in the Opera House."

Pepsi's Pulse Collection was launched at a full scale runway show, fusing the physical and digital worlds, underscored by an exclusive performance from homegrown superstar G Flip set against the iconic Sydney Harbour.

G Flip shared their excitement about being part of such a major milestone, "I'm so stoked to be a part of this all-Aussie event! It's so rad to see fashion, art and music all celebrated together in one event. I'm excited to play a few cheeky songs!"

Pepsi's new brand identity borrows equity from Pepsi's past, whilst incorporating modern elements to create a look that is unapologetically current and undeniably Pepsi. The updated colour palette introduces electric blue and black to bring a contemporary edge to the classic Pepsi® colour scheme, whilst the signature Pepsi pulse evokes the "ripple, pop and fizz" of Pepsi-Cola – moving in time to the beat of music, the roar of the crowd, the heartbeat of culture. The logo was first unveiled in the US and is now launching in over 120 countries worldwide, through various consumer touchpoints - spanning digital, experiential and retail.

### About PepsiCo

In 2024, fans globally can expect to see more from Pepsi in terms of iconic collaborations and innovative products. As a champion of those who like to step out of their comfort zone and enjoy more of what they really like, Pepsi fans in Australia are urged to keep their eyes peeled for more unforgettable experiences announced throughout 2024.

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$91 billion in net revenue in 2023, driven by a complimentary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

***Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.***

