



Media Release

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Perrier dresses up in PAUL & JOE®

First it was the designer hand bag, then the designer dog, now you can indulge in designer mineral water – the hottest accessory this summer. **Perrier** has joined forces with coveted French fashion label, **PAUL&JOE** to release 3 limited edition fashion bottles, inspired by PAUL&JOE's European Spring Summer 2008 Collection.

Look good and feel great this party season with Perrier and PAUL&JOE! Take your pick from 3 chic, sleek designer bottles including one featuring a gold label, which is the perfect accessory given the popularity of metallics this season.

PAUL&JOE is named after the children of designer Sophie Albou, who started the brand in 1995. PAUL&JOE present in over thirty boutiques around the world, from Paris and London to Sydney and Tokyo.

Albou, thought that the alignment of the two brands would be perfect, "Perrier is well-known throughout the world and it's also a French drink, just as PAUL&JOE is a French brand. On top of that, Perrier evokes freshness, which is the key word for PAUL&JOE – it's the perfect combination!" Perrier is Sophie's favourite sparkling water. "Perrier has a neutral taste; it's not salty like many other sparkling waters." Much of the sparkling water we drink has sodium naturally present or added. Perrier, however, has a significantly lower sodium content than other market leading sparkling waters, making it perfect as an accompaniment to food and wine.

Sourced from the Perrier spring in Vergèze, south-western France, Perrier has a rich history dating back to the 19th century. Today, Perrier continues to enjoy international prestige as the world leader in sparkling mineral waters – sold in more than 140 countries – 800 million bottles are consumed each year.

PAUL&JOE is available through an exclusive selection of department stores and boutiques in Australia including David Jones, Chambermaid, Cactus Jam, Orson and Blake, Elle, Platinum and in the PAUL&JOE flagship store in Sydney.

Perrier limited edition PAUL&JOE fashion bottles will be available at selected premium restaurants, bars and clubs from mid-January 2008. **RRP:** \$3 per 330ml bottle, \$6 per 750ml bottle.



A safari inspired design
for those in search of
adventure.



A retro print on a gold
metallic label.



Lady in black –
classic French chic.

Further info:

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