

PRESS RELEASE
May 2, 2025

Introducing...Absolut House of Cosmo at Coachella, with Paris Hilton

As the Official Vodka Partner of Coachella, Absolut's House of Cosmo offers a bold mix of culture, cocktails, creativity and community for the ultimate festival experience.

Paris Hilton Paris Hilton's profession type unknown

Absolut is proud to bring its 'Born to Mix' DNA to the desert as the Official Vodka Partner of Coachella, as it unveils the Absolut House of Cosmo, honoring the renowned cocktail that Absolut has propelled into global culture for decades. In collaboration with [Paris Hilton's](#) next-gen media company 11:11 Media and Paris herself – a known Cosmo lover and now Absolut's official Partner-in-Cosmo – the Absolut House of Cosmo is the ultimate mixing experience. Together, the iconic duo invites festivalgoers to take a respite from the desert heat with delicious Absolut cocktails.

"Coachella has always been a special place for me, it's where art, music, and culture come together in the most inspiring way," said Paris Hilton. "After nearly two decades attending the festival and making a special appearance with Absolut last year, I'm so excited to continue our partnership this year to create something unforgettable for the festival together. Now let's sip Absolut Cosmos and sliv our best lives."

The brand has also partnered with [Tefi Pessoa](#), the internet's go-to cultural commentator. Absolut and Tefi, who always has her finger on the pulse of what's trending, are getting fans festival-ready by launching the Absolut House of Cosmo Textline. With the perfect mix of charm and humor, Tefi will provide festival tips and tricks. Festivalgoers and Cosmo-lovers (21+) can text 442-200-5576 to get the inside scoop from Coachella veterans Absolut and Tefi.

"As a culture connoisseur, I've always admired Coachella as a place where some of the most creative minds come together to shape 'what's next,'" said Tefi Pessoa. "After years at the festival, both Absolut and I have learned how to get the most out of the festival experience, so it's a dream to be working together this year to get everyone Coachella-ready. See you all at the Absolut House of Cosmo!"

The Absolut House of Cosmo immersive experience will feature personalized elements inspired by Paris' bold and unapologetic style in an environment that seamlessly blends cocktails, culture, creativity and community. Key highlights of the space include:

- A curated menu of Absolut cocktails
- The Sliving Room, a stylish lounge designed for connection
- Interactive self-expression stations, perfect for capturing shareable moments
- Exclusive surprises and performances throughout the festival weekends

"The Absolut Cosmo has always been a symbol of the bold self-expression that Absolut stands for and there is no better place to celebrate that than at Coachella," said Caroline Begley, VP of Marketing, Absolut. "This year, we're proud to mix it up with two forces of creativity who are intrinsic to culture today, Paris Hilton and Tefi Pessoa, to provide festivalgoers and beyond unique experiences inspired by the Absolut Cosmo."

Extending the festival experience beyond the desert, Absolut and Paris are introducing the Absolut x Paris Hilton Cosmo Collection, available exclusively on [ReserveBar](#). The collection brings the Absolut House of Cosmo experience home by inviting consumers to enjoy a delicious, bar quality Cosmo with the new Ready-to-Serve Absolut Classic Cosmopolitan and is completed with signature merch curated by Paris so fans can sliv their best Cosmo summer yet.

Join Absolut at Coachella 2025 as the official vodka partner brings together festivalgoers (21+), creators, entertainers and culture enthusiasts to celebrate self-expression, inclusivity and unforgettable experiences. Learn more at [Absolut.com](#), follow @AbsolutUS and share your photos with us #AbsolutCosmoHouse.

ABOUT PERNOD RICARD USA

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ABOUT 11:11 MEDIA

11:11 Media is a global, next-gen entertainment company at the center of pop culture – connecting content, community and commerce – founded by Paris Hilton and entertainment industry veteran Bruce Gersh in 2021. The company spans a broad array of businesses, including film, TV, audio, music, books, consumer products, and digital, with passion points around lifestyle, fashion, beauty, wellness, art, travel and more. Elevating brands, building communities, and driving social impact through the power of storytelling, experience, and products is the core mission of 11:11 Media.

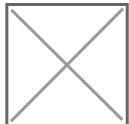
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