

PRESS RELEASE  
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# Spend the summer off duty with Malibu × Anya Hindmarch

Malibu and Anya Hindmarch launch exclusive, limited edition Off Duty capsule collection

Available from 14th March at The Anya Hindmarch Village Hall Summer Shop on Pont Street in Chelsea, London and globally via the Anya Hindmarch website.

Raffia tote, zipped wallet and playful charm channel Malibu's iconic retro label, bringing sun-soaked vibes to summer.

## PR image of campaign

**Malibu**, the world's number one white rum-based coconut liqueur<sup>1</sup>, is bringing its signature summer energy to fashion, with a limited-edition, beach-inspired Off Duty capsule collection created in collaboration with renowned British fashion legend **Anya Hindmarch**.

Giving summer style a first-class ticket to sun-soaked shores, the Off Duty capsule lands at Anya Hindmarch's Village Off Duty concept store, Chelsea – and online globally – from 14<sup>th</sup> March to 24<sup>th</sup> May. The raffia-woven trio fuses Anya's 1980s-inspired, duty-free air travel concept with Malibu's carefree invitation to clock off, shift into off-duty mode and embrace your best summer self, wherever you are.

In homage to the shop's nostalgic eighties summer vibe, each accessory reimagines Malibu's original label design – twin palm trees silhouetted against the burnished orange glow of the setting sun. The playful collection blends the iconicity of Malibu's origins with the signature wit and craftsmanship of British designer Anya Hindmarch. Known for her exceptional attention to detail and obsession with organization, Anya adds clever compartments and unexpected finishing touches to the capsule, elevating cult classics with her distinctly modern, joyful approach to luxury.

## The sunshine-ready Malibu x Anya Hindmarch capsule collection includes:

- **The joyful hand-woven white raffia tote** - laid-back and city-ready, with adjustable chocolate-brown leather straps and buckle detailing.
- **The sleek, zipped raffia wallet** - chic and practical, roomy enough for a passport and the necessary currency.
- **The playful Malibu-bottle charm** - a mini reminder of summer escapes, perfect on handbags, keys, or anywhere you need a touch of sunshine.

**Craig van Niekerk, Malibu's VP of Marketing says:** *“Malibu is the drink of choice for holidaymakers worldwide. From a simple pineapple juice serve to the ultimate nostalgic Piña Colada pour, Malibu has stood the test of time and is still the go-to drink on a hot summer's day. This Off Duty collaboration is our way of bringing that sunshine energy home, reminding everyone to clock off and prioritize joy, transforming every day into a vacay.”*

In 2021, Anya Hindmarch launched The Village Hall - a collection of five neighboring Anya Hindmarch stores that creates a uniquely immersive shopping destination for consumers to step into the Anya world, experiencing collaborations, exhibitions, experiences and the newest in collections. The Off Duty concept store will launch as The Village Hall centerpiece with the Malibu capsule collection accompanied by a curated edit of Anya's favorite summer brands – from vintage-style resortwear and sunglasses to fragrance, suncare and even biscuits. Plus, a collection of pieces inspired by the classic duty-free line up – such as fragrances and spirits – including T-shirts, caps, chocolate and travel-inspired gifts. Brands include Delarge, La Veste, Vacation, Walkers Shortbread, and Ancient Greek Sandals.

*"Off Duty, our high summer store in The Village, is home to the latest Anya Brands collaboration in partnership with Malibu. Malibu brings back such happy summer memories for me. I hope these playful raffia pieces create lots of happy memories for others. Roll on summer..."* says **Anya Hindmarch**.

Whether navigating London's air-conditioned offices or melting on the Tube, the Malibu x Anya Hindmarch Off Duty collection channels relaxed, sun-drenched vibes all summer long. To stay up to date on the release of the limited edition collection please visit [Malibu's website](#) and [Instagram channel](#).

<sup>1</sup>Source - IWSR

### About Malibu

With its iconic white bottle and palm tree logo, Malibu is the number one<sup>1</sup> white rum-based coconut spirit in the world with more than 4 million cases sold in more than 140 countries each year. Made with white rum, the original coconut-flavoured liqueur is a staple in famous cocktails such as piña coladas and daiquiris. Its portfolio brings the refreshing taste of summer, inspiring a mindset of spontaneity and fun where the sun shines all year round – wherever you are in the world, Malibu invites you to do whatever tastes good.

Founded in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavour is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a selection of ready-to-drink cocktails, of which more than one million cases are sold each year. For more information on Malibu click here.

### About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 10,959 million in fiscal year FY25.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index.

### About Anya Hindmarch

Anya Hindmarch is a luxury accessories brand founded in 1987. Creativity, modern craftsmanship and personalisation sit at the heart of everything the brand does.

A passionate advocate of British design and arts. Anya is a trustee of the Tate, trustee of The Royal Marsden Cancer Charity and an Emeritus trustee of both the Royal Academy of Arts and the Design Museum. In 2024, Anya Hindmarch was awarded a Damehood in the Kings Birthday honours, for her services to fashion and business, following her 2017 CBE in recognition of her contribution to the British fashion industry. She and her brand have received several notable industry awards including a British Fashion Award. In 2021, Anya published her first book, the Sunday Times bestseller 'If In Doubt Wash Your Hair'.

## Contact

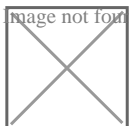


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