

PRESS RELEASE

**COCA COLA/ TERRANOVA: #ENJOYLIFETOGETHER!**

**A new collaboration between the two brands for many more colourful surprises in the over 230 Terranova stores all over the world**

Rimini, 27 April 2017 – Terranova, one of the most famous fast fashion brands in Europe, managed by Gruppo Teddy, has just launched a co-branding partnership with Coca-Cola, one of the the most recognized brand worldwide.

The Terranova Style team will design Coca-Cola branded menswear and womenswear for 230 Terranova stores, including Italy, Poland, Czech Republic, Bulgaria, France, Spain, Switzerland as well as on the website [terranovastyle.com](http://terranovastyle.com).

The co-branding partnership is based on the values the brands share and on which they build their business such as joy, happiness, fun and “togetherness”: summarized by the collaboration hashtag #enjoylifetogether, and #cokestyle which will mark the event in all touchpoints.

The collaboration will be promoted in Terranova retail globally with regional activations including Coca-Cola + Terranova Shop window displays, interactive content in store and to a dedicated landing page created on the corporate website via the link [terranovastyle.com/collezione/Coca-Cola/EnjoyCocacolaTerranova.html](http://terranovastyle.com/collezione/Coca-Cola/EnjoyCocacolaTerranova.html)

Terranova has designed a special gift pin for every customer who purchases a Coca Cola/Terranova-branded garment, online or in the dedicated stores.

For more information about this special collaboration on the blog [blog.terranovastyle.com](http://blog.terranovastyle.com) and on Terranova social pages on Facebook, Instagram and YouTube.

**Terranova**

The brand was created in 1988 and is one the only Italian fast fashion brand with 400 points of sale in 42 countries including Italy, which are managed both directly by the company (flagships) or using the franchising format ‘on a sale-or-return basis’. Terranova is a sunny and cheerful brand perfectly mirroring the heart-warming land it comes from. Full of love for life and a truly Italian passion for beauty. The same passion used to create its clothing collections.

Terranova offers young and affordable products, easy to wear and trendy, with attention to details

Teddy S.p.A.  
Via Coriano, 58 - Grosrimini Blocco 97  
47924 Rimini (RN) Italia  
T +39 0541 301411 - F +39 0541 383430

Filiale ingrosso  
Centergross Bologna - Via dei Lanaioli  
Blocco 4 - 40050 Funo d'Argelato (BO) Italia  
T +39 051 8658800 - F +39 051 8658880

Partita IVA 00953910403  
Capitale Sociale 50.000.000 di Euro i.v.  
Iscrizione Registro delle Imprese di Rimini  
n. 00953910403

and a large range of colours covering three essential styles, easy-glam, urban and sportswear. Terranova means good value and one of the best price/quality ratios on the market, as it offers its customers a direct and true shopping experience, because life is far more beautiful together.

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, Vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

Teddy S.p.A.  
Via Coriano, 58 - Grosirimini Blocco 97  
47924 Rimini (RN) Italia  
T +39 0541 301411 - F +39 0541 383430

Filiale ingrosso  
Centergross Bologna - Via dei Lanaioli  
Blocco 4 - 40050 Funo d'Argelato (BO) Italia  
T +39 051 8658800 - F +39 051 8658880

Partita IVA 00953910403  
Capitale Sociale 50.000.000 di Euro i.v.  
Iscrizione Registro delle Imprese di Rimini  
n. 00953910403

**terrANOVA**

**RINASCIMENTO®**  
MADE IN ITALY

**CALLIOPE**