



**PRESS RELEASE**

*For immediate release*

## **Strongbow Et Jeffry Tan Reconnects Urbanites with Nature**

*World's leading apple cider brings unique approach to refresh lives in the city.*

**Jakarta, 22 March 2019** – In this fast-paced urban life in the city it is easy to be carried away by hectic routines, stress, and overwhelming pressure. A taste of freshness is often needed to break through the haze and find clarity once again. Strongbow as the World's No. 1 Cider Brand, will collaborate with one of Indonesian's leading designer, Jeffry Tan, to refresh and release the tension by bringing a slice of nature to the dynamic pace of city life.

“We believe that urbanites do not need to leave the city to be refreshed by nature as Strongbow brings the taste of nature into the city. With our all natural apple cider, Strongbow will allow people to unwind and find a really good time their friends. They can reconnect with others while still making the most of their city life,” says Mariska Van Drooge, Marketing Director PT Multi Bintang Indonesia Niaga.

Made from real apples from the orchards of Great Britain, Strongbow apple cider is an alcoholic drink with more than 25% juice concentrate that brings a refreshingly sweet and crisp taste that can be enjoyed by both female and male consumers. In Indonesia, Strongbow is available in two flavors, Golden Apple and the new variant Dark Fruit.

In the spirit of bringing the ‘unwinding’ to the city, Strongbow uses unique approach by collaborating with renowned Indonesian designer Jeffry Tan to create the Strongbow et Jeffry Tan Capsule Collection.

Jeffry Tan, whose works have been worn by Kylie Minogue, Zendaya, Kristen Stewart, Carrie Underwood and has been participated in LA Fashion Week; is a highly respected name in the global fashion sphere. His design philosophy is to enable people to feel good about themselves through simplicity and elegance. “Through this collection, I aspire to bring an oasis for dynamic, urban women. I want to show that it's possible to stay at the cutting edge of fashion while being the most content and relaxed version of



ourselves. Through the loose and flowy cutting, I want to bring simplicity to the city, just as Strongbow brings nature to the urbanites," says Jeffry Tan.

In this capsule collection, Jeffrey presents an urban deconstructive line of dresses. The collection embraces a relaxed and urban female personality that enables them to unwind in a simple, yet intriguing total look. The touch of Strongbow Golden Apple translated in the creme and beige color tone while Strongbow Dark Fruit highlights the female strength and confidence in the nuance of maroon and burgundy.

"We are delighted to work with Jeffrey. Strongbow is here to reconnect urbanites with its fresh taste of nature, while Jeffrey's designs celebrate simplicity amidst city living. Showing that the taste of nature and urban life can co-exist in a unique and simple way. So enjoy Strongbow over ice and reconnect with nature in a refreshing way in the city," closes Mariska.

**-ends-**