

Extend the Pepsi Lifestyle to Apparel



LET YOUR
TASTE
DECIDE

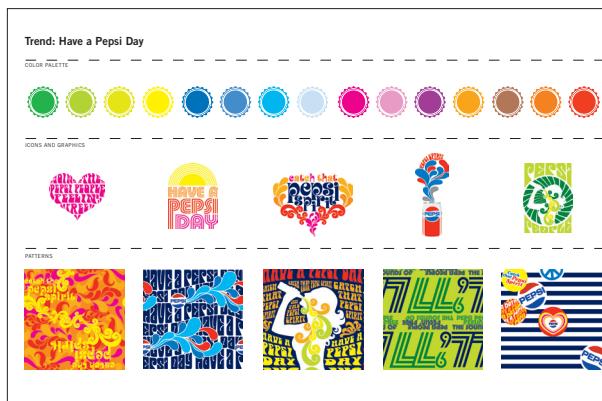


Contact:

Steve Puccia 267-424-4515 spuccia@parhamsantana.com

Maruchi Santana 212-645-7501 x22 maruchi@parhamsantana.com

Leverage the History of an Iconic Style Leader



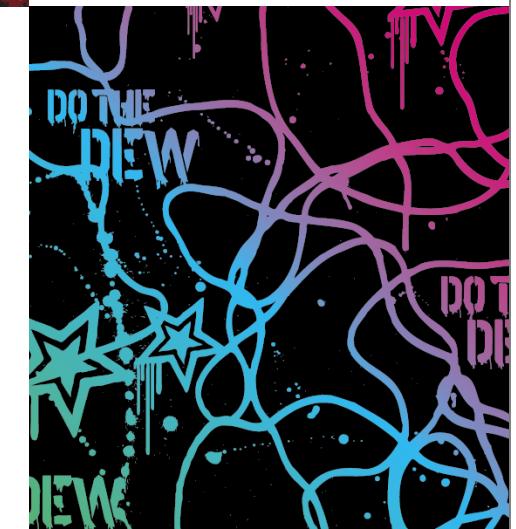
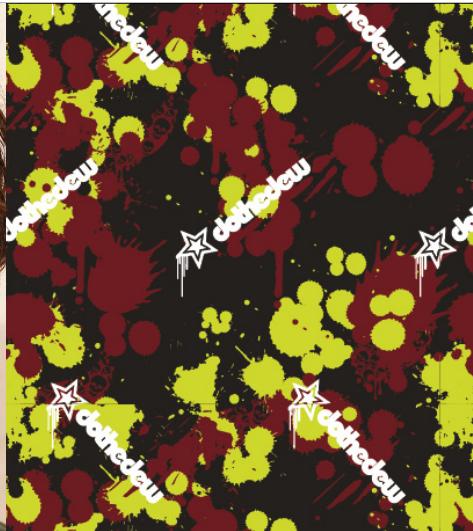
Contact:

Steve Puccia 267-424-4515 spuccia@parhamsantana.com

Maruchi Santana 212-645-7501 x22 maruchi@parhamsantana.com



Take a Youthful Taste to Trend-Driven Product



Contact:

Steve Puccia 267-424-4515 spuccia@parhamsantana.com | Maruchi Santana 212-645-7501 x22 maruchi@parhamsantana.com



Translate a Youthful Brand to Trend-Forward Product



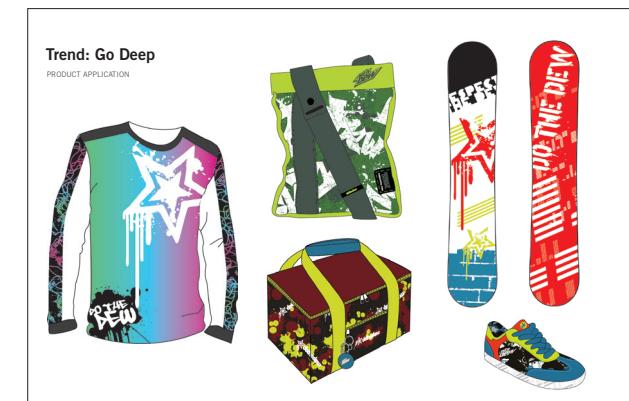
Trend: Dew it again

COLOR PALETTE		ICONS		PATTERN PRINTS	
A	B	C	D	E	F
PATTERNS					



Trend: Go Deep

COLOR PALETTE		ICONS		PATTERN PRINTS	
A	B	C	D	E	F
PATTERNS					



Contact:

Steve Puccia 267-424-4515 spuccia@parhamsantana.com

Maruchi Santana 212-645-7501 x22 maruchi@parhamsantana.com

