

Pepsi inspires fashion design students with “Sed de Fashion” contest

- *Young people from Universidad LCI Véritas and Universidad Creativa had the opportunity to create designs inspired by the Pepsi brand*
- *The event will be held on Saturday, January 18 at 4:00 pm at Universidad LCI Véritas*

San José, January 2025. With the objective of empowering the talent of design students at *Universidad LCI Véritas* and *Universidad Creativa*, Pepsi launched the *SED DE FASHION* (Thirst for Fashion) initiative, an opportunity for young people to design various marketing items inspired by Pepsi.

The new collection -designed by students- is part of the introductory stage of the campaign *A Qué te sabe Pepsi Zero?* (What does Pepsi Zero taste Like?) and aims to “*give a voice to the new generations, celebrate the refreshing taste of Pepsi Zero and also highlight the talent of young designers, connecting with consumers through one of their passion points: fashion*”, explained Geanina Barquero Fallas, Pepsi's Carbonated and Hydrating Beverage Brand Manager.

The call for entries was launched in December and the students had three weeks to design. The challenge was to create ideas for Pepsi's new promotional collection, including shirts, hoodies, crop tops and scarves. The brand established guidelines and a high-level jury evaluated the designs, selecting the finalists that best represented Pepsi's creativity and spirit.

The jury was made up of renowned professionals including figures from PepsiCo Design Center Latam and prominent fashion influencers in Costa Rica, such as Antony Owen and Cristian Vega.

The winner of the contest was Brenda Moreira, who impressed the jury with her innovative design. Her work will be the flagship of the collection and will be shown to an audience of influencers and press on Saturday, January 18 at *Universidad LCI Véritas* at 4:00 pm.

"The knowledge gained has been incredible and I feel deeply grateful for this experience. Undoubtedly, it will be a memory that will always accompany me in my heart and in my professional career" commented Moreira, whose designs will also be present in the Pepsi Challenge within the Picnic festival and will be exhibited during February and March in the brand's activations.

"This is the first time Pepsi develops something like this in Costa Rica, thanks to the strategic alliances with Universidad LCI Véritas and Universidad Creativa, we make visible the talent that our young people have and open possibilities for them in this industry," Barquero added.

Adriana Coto Calderón, Director of Marketing and Admissions at Universidad LCI VERITAS added *"for us, as a leading institution in design, technology and business, it is an honor and a source of great enthusiasm to be part of such innovative initiatives, motivating students to show their talent through unique designs. We express our deep gratitude to the Pepsi brand for*

bringing to Costa Rica this type of activations, considering our students and choosing our facilities to develop this great event”.

About FIFCO

FIFCO is a beverage and food company with 116 years of history. It is comprised of 6,323 collaborators and has operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 15 distribution centers. It has 3 business divisions that include *Florida Bebidas* (food and beverages), *FIFCO Hospitality* (real estate sector) and *FIFCO Retail* (retail sales). It exports to over 10 countries around the world and has a portfolio of 2,000 products.