



Bretman Rock and Vita Coco Launch New Coconut-Themed Capsule Collection to Celebrate World Coconut Day

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Consumers can shop the curated collection on September 2

NEW YORK (Sept. 2, 2021) – [Vita Coco](#), the world’s leading coconut water brand, is celebrating World Coconut Day (September 2) by launching a limited-edition capsule collection in collaboration with Filipino-American fashion and beauty icon and renowned coconut water connoisseur, Bretman Rock. All proceeds from the collection will go towards the [Vita Coco Project](#), the brand’s social impact initiative that supports coconut farming communities in the Philippines and Sri Lanka.

The new unisex collection, inspired by tropical flora and heat in places where coconuts grow, kicks off Vita Coco’s partnership with Bretman Rock as a Real Partner, joining the likes of American television personality Matt James, NFL Athlete Tyler Lockett and Sports Illustrated Swimsuit model Brooks Nader. The full collection, which is designed to be worn by anyone who wants to wear their love for coconuts on their sleeve, includes a packable backpack, bandana, reversible bucket hat, sweatshirt and t-shirt. Consumers can shop the capsule collection on [Shop.VitaCoco.com](#) on September 2.

“Everyone knows I’m the truest coconut water connoisseur. I’m excited to make World Coconut Day the baddest ever alongside Vita Coco, to celebrate and give back to the coconut farmers in the Philippines where my family is from!” said Bretman. “When I was in the jungle for my special 30 Days With: Bretman Rock, I learned that every aspect of a coconut can and should be used – so it truly is so important to nurture our world’s coconuts because they give us so much.”

Since the Vita Coco Project’s inception in 2014, the program has supported farming communities by addressing the most pressing challenges in sustainable development for coconut growers, focusing on responsible agriculture, education and economic prosperity. The project’s “Give, Grow, Guide” philosophy aims to build a thriving community that produces responsibly managed coconuts through best practices in farming techniques, support of local infrastructures like schools and classrooms and investment in education through academic scholarships. The goal is to positively impact the lives of 1 million people in these communities.

“As Vita Coco grew as a company, we became more embedded in our local sourcing communities. We saw how strategic investments and new techniques could benefit the farmers and their families and wanted to do more, so we launched Vita Coco Project,” said Jane Prior, Chief Marketing Officer of Vita Coco. “We are so excited to celebrate this year’s World Coconut Day with Bretman, someone who personifies the brand and is genuinely passionate about uplifting our coconut farming communities.”

To learn more about Vita Coco, visit [vitacoco.com](#). You can also connect with Vita Coco on [Facebook](#), [Twitter](#) and [Instagram](#).

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ABOUT VITA COCO

Vita Coco is the leading coconut water beverage brand, celebrated for bringing the benefits of coconuts to the world. Championed by informed consumers, health and wellness experts, pro-athletes and celebrities for its nutrient-rich hydration, Vita Coco’s portfolio now includes sparkling coconut water, coconut milk, and coconut oil. Vita Coco was co-founded in 2004 by CEO Michael Kirban and Ira Liran and is a part of All Market Inc., one of the world’s largest privately-owned better-for-you portfolio beverage companies. For more information, please visit [vitacoco.com](#).

ABOUT ALL MARKET BRANDS

All Market Inc. (AMI) was co-founded in 2004 by CEO Michael Kirban and Ira Liran. Its brands include the leading coconut water beverage, Vita Coco, clean energy beverage, RUNA, sustainable water brand, Ever & Ever, and protein-infused fitness drink, PWR LIFT. With its ability to harness the power of people and plants, today All Market Inc. is one of the world’s largest privately-owned better-for-you portfolio beverage companies. AMI is registered as a Public Benefit Corporation.

About Bretman Rock

Bretman Rock is an Asian-American digital superstar, known for his unique sense of comedy, genderbending fashion and creating the new standard of male beauty that is followed by over 40 million fans globally. Born in the Philippines, Bretman moved to Hawaii as a child where he resides on the island as a proud queer first-generation immigrant. Beyond his online stardom, Bretman has quickly gained notoriety in traditional media – most prominently, starring in his own reality series, MTV’s *Following: Bretman Rock*, and his YouTube Originals limited series, *30 Days With: Bretman Rock*. Early in his career, Bretman conquered the beauty scene by releasing numerous wildly successful makeup collaborations with high-profile brands like Morphe, Colourpop and wet n wild, and was crowned Beauty Influencer of the Year at the 2019 E! People’s Choice Awards. Collaborations and ambassadorships in the apparel space showcasing Bretman’s versatility include Nike, Crocs, DIME Optics and Michael Kors. Bretman is an outspoken advocate and environmentalist who has a passion for causes that support our youth, specifically the AAPI and LGBTQ community, partnering with non-profits including the Ocean Conservancy, Make-a-Wish Foundation and Act to Change. Bretman proves that it is possible to conquer all business verticals while still being unapologetically himself, a mantra that leads his personal and professional life – all while garnering the eyes of power lists including Forbes’ 30 Under 30, Variety magazine’s Power of Young Hollywood, the July 2021 cover of Teen Vogue and winning Breakthrough Social Star at the 2021 MTV Movie & TV Awards: Unscripted, honoring his savvy new approach to a modern celebrity career build.

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