



Own the Moment with Coca-Cola Arena x Coca-Cola Limited-Edition Swag Collection



28th November 2025 (Dubai, UAE) – Coca-Cola Arena and Coca-Cola are dropping their first-ever co-branded **Swag Collection**, an **8 item, ultra-limited** release created for the fans who live for the rush of live events and the excitement of experiencing *Your Idols. Live Here.*

The collection made its debut, live on the Coca-Cola Arena stage during the **Timbaland concert**, merging Coca-Cola's iconic heritage in global pop culture with Dubai's bold, trend-setting lifestyle. For decades, Coca-Cola merchandise has been a global style staple, its timeless designs and collaborations shaping pop culture and streetwear worldwide. This new collection brings that legacy to Dubai, curated to match the region's vibrant fashion scene and the city's energy.

Wear the Swag. Own the Moment.

From jerseys and bucket hats to tees, totes, and hoodies, each piece is crafted in signature Coca-Cola colours and designed to capture the adrenaline of sold-out concerts, game-winning shots, and the pulse of Coca-Cola Arena. It's style with attitude - fun, cool, and unmistakably Coca-Cola, infused with the spirit of Dubai.

Coca-Cola Arena continues to cement its place in Dubai's cultural landscape with record-breaking shows, rising fan engagement and is known as a must-play venue for global artists. This limited drop is a way for fans to take home a piece of those unforgettable

nights - a reminder of the artists, the energy, and the moments that make the arena special.

Get It Before It's Gone!

- **Registration:** Register now for the unmissable drop
- **Drop Date:** 12th December 2025
- **Where to Shop:** Online at coca-cola-arena.com or in-person at the Main Entrance Swag Stores during events

Register now and don't miss out. Head to coca-cola-arena.com to secure your limited-edition Swag.

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For more information and media enquiries, please contact:

Coca-Cola Arena - MediaHub@coca-cola-arena.com

ABOUT COCA-COLA ARENA

Opened in June 2019, Coca-Cola Arena has revolutionized the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by Legends Global, the world's leading venue management and services company.

Follow us on Instagram: [@CocaColaArena](https://www.instagram.com/CocaColaArena), Facebook: [Coca-Cola Arena](https://www.facebook.com/Coca-Cola-Arena), and LinkedIn: [Coca-Cola Arena](https://www.linkedin.com/company/Coca-Cola-Arena)

ABOUT COCA-COLA MIDDLE EAST

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands to people in more than 200 countries.

The Coca-Cola Company Middle East operation spans across 12 markets including GCC countries, Iraq, Yemen and the Levant. With 23 bottling plants across the region, our portfolio includes nearly 20 sparkling soft drink brands including Coca-Cola, Sprite, Fanta, Thums Up, QJ, Canada Dry and Schweppes; our hydration and juice brands include arwa, crystal, Al Waha, dasani minera, safia, minute maid, cappy, fuze tea and glaceau smartwater.

Our company's purpose is to refresh the world and make a difference, and we're constantly transforming our portfolio to bring innovative new products with something for everyone. We also seek to positively impact people's lives, communities and the planet through our sustainability initiatives - from water replenishment to waste management, recycling to women empowerment initiatives while we continue to create a rewarding ecosystem for our employees, partners, consumers and customers.

For more information, visit us at [Coca-Cola Middle East](#)