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# PepsiCo Italy launches Marilyn Monroe can



MARILYN MONROE  
TRIBUTE TO A FEMALE ICON



CURATED BY GLORIA PORCELLA & LAMBERTO PETRECCA

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135 SAN LORENZO AVE., SUITE 1301 CORAL GABLES, FL 33146

ANDY WARHOL, MIMMO ROSELLA, CAMILLA ANCILOTTI, ERIKA CALESINI, MONICA CASALI, CRISTIANO CASCELLI, VALENTINA DE MARTINI, ENRICO DI NICOLANTONIO, PABLO ECHEARRON, FLORENCE FABRE, FABIO FERRONE VIOLA, LEONARDO HEDALGO, SEWARD JONSON, MASSIMO LUPOLE, RUMIA MANTOVAN, RENZO NUCARA, DARA PALAZINO, LUDMILLA RADCHENKO, MARCELLO REBOANI, FABIANA ROSCIOLI, SASHA TORRESI

Special thanks to 

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This story ran in PEpline, PepsiCo's global employee newsletter, and is proudly brought to you by a PepsiCo employee or a friend or family member of a PepsiCo employee.

PepsiCo Italy has launched a Pepsi Light limited-edition can to celebrate the life of Marilyn Monroe. Sid Maurer, an artist famous for his paintings of Marilyn, was selected by PepsiCo Italy to create a design that captures the film icon's charisma, femininity and sex appeal.

The Marilyn Monroe can is on sale throughout Italy and currently on view in the U.S. at the "Marilyn Monroe | Tribute to a Female Icon" exhibition at Galleria Ca'd'Oro, Miami, Florida.

