

# Beluga shows its festive side during the holidays

By **Jas Ryat** on November, 29 2018 | Spirits & Tobacco



Beluga's new limited edition Chinese New Year series shows the spirit of the festivities

Beluga enters the New Year with a limited edition Chinese New Year series which will be available as a duty free exclusive and offered in selected airports as of January 2019.

The inspiration of this new collection comes from the atmosphere of Chinese New Year festivities combined with traditions for celebration.



Diwali, festival of lights, is

beautifully translated on the new Beluga Happy Diwali edition

This past October, Beluga launched its limited edition packaging of the Happy Diwali series which became available in selected airports in duty free. Diwali is the celebration of lights, was the inspiration behind the colorful packaging.

Keeping consistency in the design, Beluga Chinese New Year and Beluga Happy Diwali have become excellent additions to the "Traveling series". Commitment to heritage, attention to every detail a pursuit of perfection are embodied in the new exclusive designs, outlining the cultural traditions and symbolism. Beluga Chinese New Year edition and Happy Diwali edition will become a great gift for connoisseurs and collectors alike.