

The Macallan unveils first boutique in Asia under new multi-million program

By **Jas Ryat** on November, 29 2019 | Spirits & Tobacco



Allowing shoppers to purchase some of its rarest expressions, The Macallan Boutique in Taiwan Taoyuan International Airport is the first opening of the brand's global Boutique program in Asia

The Macallan Single Malt Scotch Whisky has unveiled its new luxury retail experience in Taiwan Taoyuan International Airport - the first opening of the brand's global Boutique program in Asia. The initiative is a multi-million-pound investment that will see The Macallan open retail experiences in select cities and airports. This enables more consumers around the world to connect to the brand's Scottish home in Speyside and showcase an exclusive range of whiskies within the distillery's portfolio.

The re-launch of the boutique marks the third retail experience to be opened by The Macallan since the program launched in June at Dubai International Airport.

Cleverly designed as a "home away from home", the Taiwan-based location will offer a range of expressions including The Macallan Fine and Rare 1979, the latest addition to the Fine and Rare collection and a prestigious new expression aged in sherry casks, forty years in the making.

Suzy Smith, Managing Director of Global Travel Retail, The Macallan, shares: “Taiwan Taoyuan International Airport was the setting for The Macallan’s first ever luxury retail experience, and we are delighted that this is the location where we reveal the Boutique program in Asia.

International travelers to Taiwan Taoyuan continue to grow – last year increasing to 46.53 million – and by refreshing the retail experience to ensure it mirrors the new boutique concept, we will continue to engage with existing fans of The Macallan and also create a lasting impression on a new generation of consumers in Asia.”

Influenced by the brand’s Speyside home, the overall design of the boutiques across the program offers a direct visual connection to The Macallan Distillery experience. Visitors to the boutiques are invited to discover the luxury world of The Macallan via a multi-sensory journey incorporating scent and taste, which is both memorable and shareable. Designed to provide a sense of familiarity to everyone who steps through its door – from single malt aficionados to newcomers of the brand – the space looks to give off all the right (and relaxed) feels.