

Glenmorangie & Givenchy's savoir-faire unite at Dubai Airport



Givenchy x Glenmorangie DDF Airport Experience; a blending of two iconic Houses

Travellers have been invited to explore the Glenmorangie Signet and the new Gentleman Givenchy Réserve Privée fragrance.

The Activation

The shared savoir-faire of Glenmorangie Highland single malt Scotch whisky and Parfums Givenchy are celebrated in a series of retail experiences at Dubai International Airport. These sleek retail spaces promise to immerse contemporary gentlemen in each brand's craft and rich heritage. Travellers can enjoy Glenmorangie Signet's unparalleled mocha tastes and explore the new eau de parfum Gentleman Givenchy Réserve Privée, a fragrance inspired by the world of whisky.

Glenmorangie Expertise

Led by award-winning Director of Whisky Creation & Master Distiller, Dr. Bill Lumsden, Glenmorangie's whisky creators craft its delicate, fruity spirit in stills as tall as a giraffe to allow more space for taste and aroma, then age it in the world's finest casks. Imagining how he might bring to life the aromas of a cup of coffee in a whisky years ago, Lumsden created Glenmorangie Signet, the first whisky crafted with "chocolate" malted barley.

A Fragrance was Born

A fragrance born of joint expertise with Glenmorangie, which has been crafting exceptional whiskies 1

distilled in the Scottish Highlands since 1843.

With both Houses driven by a common sense of excellence and the shared search for the perfect essence, a collaboration between Givenchy and Glenmorangie was obvious. Lumsden, exchanged his expertise for that of Nathalie Lorson & Olivier Cresp, Gentleman Givenchy's master perfumers and the three experts went to work creating an original fragrance.

The woody and floral fragrance, Gentleman Givenchy Réserve Privée, is dedicated to contemporary gentlemen and offers a striking duality between whisky absolute and iris. The evocation of woody and amber-textured notes echoes the olfactory notes of casks where exceptional whiskies are aged.

"There are many parallels between perfume and single malt whisky. So much so, that when I'm describing my whisky, I keep the philosophy of perfume in mind, as I explore the different layers of aroma and flavour. Filled with spiralling notes of chocolate, coffee and sizzling spice, Glenmorangie Signet is one of my proudest creations. And since Gentleman Givenchy was one of the very first fragrances I ever wore, it has been a particular honour to share my whisky universe with Natalie and Olivier as they created their Réserve Privée. I hope travellers who visit our shared retail experiences in Dubai International Airport will enjoy exploring the best of both our worlds," says Lumsden.

"It was a great pleasure to mix our savoir-faire with that of Dr Bill and to share the heritage of our two crafts through this collaboration for Gentleman Givenchy Réserve Privée. In this perfume we tried to capture the fresh top note you have in the whisky with this zesty freshness, as well as the woody notes that come from the casks in which single malt is aged. As perfumers we try to do exactly the same as whisky creators. We share our love for fine raw materials, as well as patience and passion, as we seek the perfect quality for the effect we want to create," adds Lorson.

The Experience

Open for a limited time from May 2, in six locations across Terminals 1 & 3, the retail experiences showcase the wonder of both LVMH Maisons. Travellers can discover the espresso hints of the chocolate malted barley from which Glenmorangie Signet is made, get hands on with the casks in which it is aged and enjoy the whisky itself. Meanwhile, they can explore Gentleman Givenchy Réserve Privée and other fragrances in the Gentleman Givenchy range.

