

Heinemann Australia fashions a whisky collaboration



Pictured from left at the Glenfiddich Grand Cru collaboration launch: Matteo Fabbris - Customer Planning & Activation Manager Australasia, William Grant & Sons; Carolyn Mindham - Regional Manager Australasia, William Grant & Sons; George Tsoukalas - Managing Director, Heinemann Australia; Andres Valderrama - Marketing Manager, Heinemann Australia

Scotch whisky brand Glenfiddich is to launch its limited-edition Grand Cru collaboration with Australian fashion designer Jordan Dalah into the travel retail market exclusively at the Heinemann Tax & Duty Free shops in Sydney International Airport.

The collaboration's travel retail debut in April follows an Australia domestic launch in February to celebrate the new year.

Glenfiddich is partnering with Heinemann Australia to offer the Jordan Dalah collaboration box set exclusively for travelers at Sydney Airport. The recommended duty free retail price is A\$2,099 (US\$1,560).

Glenfiddich Grand Cru first teamed up with Australian fashion designer Jordan Dalah in April 2021 to celebrate his successful debut at Australia Fashion Week.

Dalah is described as a force in fashion, known for his exaggerated shapes and strong silhouettes. His designs have been featured in international titles such as Vogue, and worn by names such as singer songwriter Solange Knowles and Academy Award-nominated actress Saoirse Ronan.

For this limited-edition box set, Dalah was appointed creative director for the brand and has reimagined Glenfiddich through his international style. He pays tribute to Grand Cru's moments of celebration with a campaign shot by photographer Pierre Toussaint.

Dalah's box set houses Glenfiddich Grand Cru in a luxurious soft-touch embossed shell that reflects the avant-garde quilting often found in Dalah's signature outfits. The graphic is an irregular, bold harlequin pattern taken through to the bottle and is Dalah's reinterpretation of Grand Cru's gold sparkle featured on the original packaging. The clothing label taken from Jordan's garments cleverly replaces a handle used to open the box.

The Grand Cru expression has been matured for 23 years and finished in rare French cuvée oak. It features notes of sandalwood, brioche and pear sorbet.

For travelers, the 23 bottles allocated to Heinemann Tax & Duty Free in Sydney Airport will be displayed in the operator's promotional space throughout April and into May (or while stocks last) and available for purchase at the Departures store.

Charity donation

To commemorate the exclusive launch, Heinemann Australia will donate 10% of the proceeds to Australian charity Look Good Feel Better, a free national community service run by the Cancer Patients Foundation.

Look Good Feel Better is dedicated to teaching cancer patients how to manage the appearance-related side-effects caused by treatment for any type of cancer, helping them face their diagnosis with confidence.

David Wilson, Managing Director, Global Travel Retail at Glenfiddich brand owner William Grant & Sons, said: "Glenfiddich has always forged its own path and is renowned worldwide for being the first to experiment and push the boundaries in the single malt category. We see those same values in Jordan and his approach to the label. His unwavering passion, pioneering ambition and designs are what drew the Glenfiddich team to him.

"As we have already seen from the domestic ballot performance, consumer interest bodes well for sales at the airport. We can't wait to see the reaction from travelers, many of whom we know are avid limited-edition whisky fans."

George Tsoukalas, Managing Director of Heinemann Australia, enthused: "We are thrilled to bring this limited-edition expression and unique collaboration between Glenfiddich and Jordan Dalah to Sydney Airport. At Heinemann, we always seek to provide unique experiences and products to travelers, and we are proud to be the first travel retailer to offer this highly sought-after limited edition. We are also pleased to have the opportunity to support the vital work of our charity partner Look Good Feel Better through this partnership with Glenfiddich."

Designer Jordan Dalah said of the partnership: "The opportunity to open Australian Fashion Week last year, the first physical fashion week since the pandemic began, was such a privilege. I am so excited to work with Glenfiddich on my creative journey as a designer and share my vision as we collaborate on future creative endeavors."

The Glenfiddich x Jordan Dalah limited-edition box pack contains a Grand Cru 23yo 70cl bottle (43.4%abv), a pair of black tinted crystal coupette glasses housed in a gift box featuring Jordan Dalah's red and white harlequin design, and a postcard featuring a print taken from the Glenfiddich x Jordan Dalah campaign, signed by Dalah.