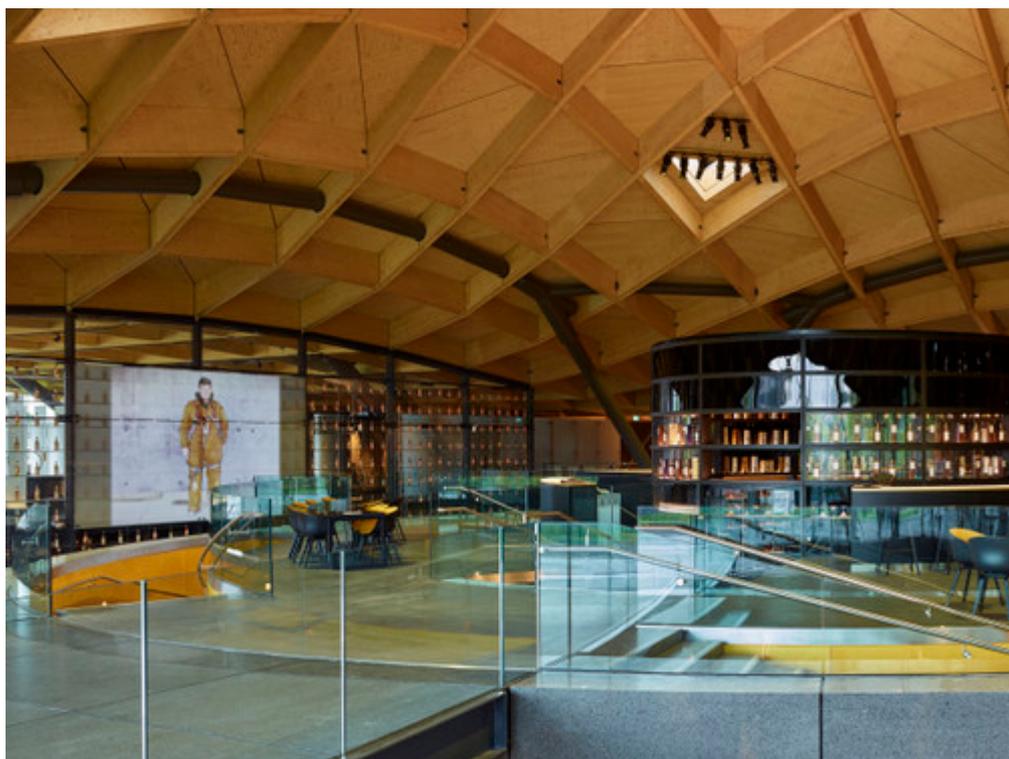


# Edrington and Le Clos to open The Macallan Boutique at Dubai International

By **Jas Ryat** on April, 30 2019 | Retailers



The Macallan Boutique at Dubai International draws on the beauty of The Macallan Estate, including the new distillery and visitor centre in Speyside (image: Magnum Photos for The Macallan)

Edrington EMEA Travel Retail and Le Clos, the Dubai-based fine wine and luxury spirits retailer, will write the next chapter in their record-breaking partnership in 2019 with the unveiling of a new luxury retail concept for The Macallan.

The Macallan Boutique will be the first-ever permanent, monobrand luxury spirits boutique at Dubai International (DXB).

The Macallan Boutique design is a bespoke concept that draws heavily on the passion, vision and beauty of The Macallan Estate, including the new distillery and visitor centre in Speyside, unveiled in June 2018.

Along with a strong focus on consumer engagement and storytelling, the boutique will also feature exclusive products, complementing Le Clos' world-class portfolio of fine wines and spirits.

The opening of The Macallan Boutique extends the successful partnership between Edrington and Le Clos which has resulted in multiple world-record sales in travel retail.

The most notable example was the world-record sale of two rare bottles of The Macallan 1926, with labels commissioned by artists Sir Peter Blake and Valerio Adami, which were purchased by a private collector for US\$1.2 million.

Jeremy Speirs, Managing Director EMEA Travel Retail, Edrington, said: “Our ongoing collaboration with Le Clos has seen DXB become one of the go-to locations globally for The Macallan collectors and whisky connoisseurs. It is therefore fitting that we will partner – in close collaboration with Dubai Airports – to deliver the ultimate expression of the brand in travel retail, The Macallan Boutique.”

Andrew Day, Group Chief Executive Officer of Le Clos retailer Maritime and Mercantile International (MMI), a subsidiary of the Emirates Group, added: “Le Clos recently celebrated its 10th year of award-winning operations at Dubai International, and we are delighted to announce the next chapter in our history with the creation of a world-first stand-alone The Macallan Boutique by Le Clos. The Macallan has played a significant role within our portfolio and it is testament to our leadership in luxury travel retailing that we will bring this amazing brand to life on a truly global stage at DXB.”

Eugene Barry, Executive Vice President, Commercial at Dubai Airports, said: “We welcome The Macallan Boutique, an extension of our longstanding partnership with Le Clos and a first for the region, and look forward to the impact a great brand collaboration like this will bring to travelers’ experience at DXB.”