

COMMERCE

Lalique expands decanter collaborations to include Patron Tequila

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Patron en Lalique: Serie 1 decanter

By STAFF REPORTS

French lifestyle brand Lalique is expanding its dealings with fine spirits makers through a limited-edition bottle with Patron Tequila.

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Scheduled for release in November, the decanter has been handcrafted by Lalique artisans to present Patron's finest aged tequila to discerning consumers. Lalique has partnered with a number of brands to extend its relationship with different facets of an affluent consumer's life to ensure that no matter the sector, its brand is part of the conversation.

1 tequila, 2 tequila

In addition to being shared on Lalique's social media channels, the tequila distiller also sent out a dedicated email blast to its Patron Social Club newsletter subscribers.

The body of Patron's email opens with a close-up of the bottle's details with a text overlay that reads "Coming soon. A taste of timeless luxury." In the section below, Patron explains the first-of-its-kind collaboration, referred to as "Patron en Lalique: Serie 1," while the subject line tells that only 500 bottles have been created.

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The finest tequila aged to perfection deserved to be captured in the most delicate decanter, handcrafted by Lalique...

Posted by **LALIQUE** on **Thursday, October 15, 2015**

Patron also included a notification link that will keep interested consumers in the know regarding the Serie 1 collaboration. On the sign-up page, Patron shows the Serie 1 bottle, handcrafted by Lalique's artisans, in full detail, with text saying that the collaboration celebrates artistry and craftsmanship.

Below this, consumers learn the color, aroma, taste and finish of the oldest and rarest tequila blend housed within Serie 1, along with details of the bottle, such as its leather display case with gemstone details, its crystal bottle stopper representing the pina and a leather-bound book outlining the collaboration between Patron and Lalique.

A craftsmanship video highlights the expertise and work put into each of the numbered bottles of Patron en Lalique: Serie 1. Due to the numbering of the series, it is likely that the brands will continue their collaboration with new bottle releases in the future.

Patron en Lalique: Serie 1 limited-edition decanter collaboration

Similarly, in 2013, Lalique continued its limited-edition decanter collaboration with Scottish whiskey distiller The Macallan to reinforce the spirit-maker's six pillars, while introducing the crystal brand to a new consumer base.

Beginning in 2005, "The Macallan in Lalique V: The Spiritual Home" was the fifth decanter created for the six-series collaboration meant to showcase both parties as dedicated to artistry and craftsmanship. The exclusive and limited combination of rare whiskey and bespoke crystal has made the series coveted by collectors and whiskey sommeliers alike ([see story](#)).

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