

COMMERCE

Johnnie Walker leverages travel retail for Singapore Airlines partnership

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Johnnie Walker Singapore Airlines limited-edition bottles

By STAFF REPORTS

Diageo-owned Scotch whisky Johnnie Walker Blue Label is elevating its relationship with travel retail through a collaboration with Singapore Airlines.

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The distiller's Johnnie Walker House network of high-end whisky lounges ([see story](#)) has worked with Singapore Airlines to design a limited-edition bottle that takes cues from the airliner's flight attendant uniforms. Travel retail is especially important for spirits brands due to duty-free pieces, and expanding that connection through special-edition bottles may further increase interest from travelers.

Cheers in the sky

For its collaboration, Johnnie Walker drew inspiration from Singapore Airlines' "Singapore Girls" and their sarong kebaya uniform. The distinctive uniform, inspired by traditional fabric patterns, was designed by French couturier Pierre Balmain in 1968, and has stood the test of time to become synonymous with "luxury, heritage and excellence."

The lapis lazuli blue bottle has been produced in the same shade as the uniforms sported by Singapore Girls. Furthering the connection, each bottle features the airline's batik print etched in silver on its front.

Johnnie Walker Blue Label's special release bottle stands out as the distillers' Cask Edition, a richer and more intense whisky. The bottles, limited to 2,000, will be priced at \$270.

Rather than sell in a Duty Free Shopping outlet, Singapore Airlines has made the bottle exclusive to its on-board, inflight retail store KrisShop. The bottles will also be available for pre-order on the KrisShop Web site.



Johnnie Walker and Singapore Airlines collaborative bottle

"We are proud to be able to exclusively offer our customers the opportunity to purchase this special release in-flight via Singapore Airlines KrisShop," said Foo Chai Woo, Singapore Airlines divisional vice president sales and marketing. "Having our Singapore Girls' signature sarong kebaya batik motif reproduced on the bottle of the world's leading luxury blended Scotch whisky is an honor and we are thrilled to have been selected as the first Johnnie Walker House airline player."

Matthieu Comard, vice president of Diageo Global Travel Americas, agreed, saying, "Johnnie Walker Blue Label, Singapore Airlines and DFASS have much in common. They are progressive, award-winning brands known around the world for excellence.

"We are proud to take this opportunity to create a special-edition with such esteemed partners in the travel retail and travel sectors," he said. "Their commitment to continued excellence and remarkable standards of luxury are values shared by the Johnnie Walker brand."

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