

COMMERCE

## Glenmorangie breathes new life into scotch casks with sunglass partnership

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*Glenmorangie Finlay & Co. sunglasses*

By STAFF REPORTS

Scotch whisky distiller Glenmorangie is going beyond the cask for its latest craftsmanship effort.

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The distiller has teamed with handmade sunglass brand Finlay & Co. to create shades made from repurposed oak cask barrels Glenmorangie has used for its scotches. Since each oak cask has a unique wood grain pattern, each pair of Finlay & Co. sunglasses will be distinct, a bespoke quality likely of interest for discerning scotch drinkers.

### Shades of scotch

For the collaboration, Finlay & Co. uses Glenmorangie's American White Oak cask barrels. These casks are used only twice to age Glenmorangie's Original flagship scotch at its distillery in Dornoch Firth, Scotland.

Since the wood used to shape the sunglass frames was once exposed to aging Scotch, the oak has maintained traces of the spirit. While the scent will not be overwhelming, if kept in the case for an extended period of time, a slight whiff of scotch will remind the wearer of the frame's origin upon opening.

"We aim to delight our customers and could only work in partnership with others who set similarly high standards," said David Lochhead, managing director of Finlay & Co., on Glenmorangie's Web site. "Our sunglasses are often the most noticed accessories somebody will wear, the item that draws the most compliments.

"And Glenmorangie is a whisky that also stands apart," he said. "The partnership made much sense to us. At the same time it was exciting because, despite the similarities, it's not exactly something anyone was expecting.

"With Glenmorangie Originals we've crafted the wood down to reveal the true nature of the grain. It's been a chance for us to give each cask a new chapter in its story."

### *Unseen from Glenmorangie: #BeyondTheCask*

For the project, Glenmorangie found that each cask can yield between 50 and 60 pairs of sunglasses. To create the shades, Finlay & Co. follows a 16-step process to ensure each pair exudes max strength, lightness and inimitable style.

Numbered pairs of Finlay & Co. Glenmorangie Originals are available exclusively on the sunglass brand's [Web site](#). Pairs retail for \$425 and can be engraved for an additional \$55 or fitted with prescription lenses for an extra charge.

Brands often offer consumers an interesting way to own a small segment of its story.

For instance, the Fairmont-managed Plaza Hotel in New York is giving guests an opportunity to wear a piece of the property's history.

The Plaza is now offering guests a new line of jewelry crafted from its former chandeliers. Up until 2005, when the property was renovated, The Plaza had two dozen Baccarat chandeliers hanging within its glamorous lobby and other rooms ([see story](#)).

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