

FOOD AND BEVERAGE

Glenfiddich explores its Scottish ethos for upcoming apparel entrance

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Josh Peskowitz curated Glenfiddich's Wardrobe XXI

By JEN KING

Scotch whisky maker Glenfiddich is dressing its enthusiasts in a sense of place with help from Scottish fashion labels.

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Recently, Josh Peskowitz, a fashion industry veteran and co-founder of men's concept shop Magasin, traveled to Scotland to experience Glenfiddich's creative process at its source. While on his retreat, Mr. Peskowitz witnessed the framework of Scottish culture and was inspired to bring these elements together in the form of a menswear capsule.

"This collection will capture the lifestyle of Glenfiddich as it was developed with both tradition and innovation in mind," said Michael Giardina, senior brand manager of Glenfiddich.

"Pushing boundaries and challenging convention with thoughtful innovation is a steadfast part and valued framework of Glenfiddich's ethos," he said.

Clothing for connoisseurs

Mr. Peskowitz's travels in Scotland helped him form a clear artistic vision for the Glenfiddich collaboration.

Documented by the brand, Mr. Peskowitz began his time in Scotland with a stop in the capital city of Edinburgh where he visited with Nicolson Kiltmakers to learn about the construction and craftsmanship behind the kilt.



Still of Josh Peskowitz being fitted for a kilt at Nicolson Kiltmakers

Drawing similarities between whisky distilling and textile manufacturing, Mr. Peskowitz continues on to cocktail

bars where he speaks with mixologists and to the city of Elgin where he is shown the ins and outs of cashmere and fine woolen cloth at Johnstons of Elgin.

Mr. Peskowitz's tour ends at the Scotch-producing village of Dufftown. Here, Mr. Peskowitz witnesses the distillery process firsthand, learning about Glenfiddich's rich history, innovation and dedication to tradition.

The experiences amassed while in Scotland laid the foundation for what will become Glenfiddich's Wardrobe XXI.

Glenfiddich x Josh Peskowitz in Scotland

"After visiting the Glenfiddich distillery and other regions of Scotland, I walked away inspired by how many industries in Scotland from textile to whisky are firmly rooted in a sense of place," said Josh Peskowitz, fashion veteran and creative director curating Glenfiddich Wardrobe XXI.

"One of the most inspiring things that I saw in Scotland was how a respect for tradition sat side-by-side with innovation at Glenfiddich's facilities, to protect the integrity of the product – down to the preservation of their water source," he said.

"Scotland was at the forefront of my mind when putting the collection together. Context is everything."

Set to debut fall 2016, Glenfiddich's Wardrobe XXI is a stylish, contemporary menswear capsule collection hand selected by Mr. Peskowitz.

The cooperative collaboration will feature several soon-to-be-announced Scottish designers who uphold tradition while striving to push boundaries and challenge conventions. Those featured capture Glenfiddich's as well as Scotland's ethos.

Expanding into new categories

Glenfiddich is a single malt Scotch distiller owned by William Grant & Sons, which dates back to 1887, but only recently has the brand moved to position itself as luxury. Working from the quality and heritage already present, Glenfiddich is altering packaging and positioning to make itself stand out from competitors.

With a concentrated identity comes differentiation. In the world of single malt Scotch, many brands are based on Scottish heritage because of the drink's national origin, so Glenfiddich needed to both create that connection to Scotland and also set itself apart from competition ([see story](#)).

The upcoming Wardrobe XII menswear capsule will allow Glenfiddich to stand out among others in its category, as it is telling its Scottish narrative in a new and creative way.

This concept of expanding into categories not traditionally associated with Scotch and distilleries was also explored by Glenmorangie, which went beyond the cask for its latest craftsmanship effort.

The distiller 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 ([see story](#)).

For Glenfiddich, a menswear line was the best way to explore the brand's ethos.

"As a 129 year old family run company Glenfiddich is constantly marrying rich heritage with bold innovation," Glenfiddich's Mr. Giardina said. "Similarly when you look at the world of fashion you often find modern looks inspired by classic designs.

"Even down to the production processes, with the importance of a high quality water source, skilled craftsman and the honoring of timeliness traditions while attempting to push the boundaries of what is possible, you find similarities in the two industries," he said.

"When you think of the contemporary whisk(e)y drinker and how they use fashion to express their unique style and cultural identities, the partnership focused on menswear makes complete sense."