

FOOD AND BEVERAGE

Johnnie Walker visualizes logo's evolution in collector's edition

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Johnnie Walker Blue Label Striding Man Edition packaging

By STAFF REPORTS

Scotch whisky-maker Johnnie Walker is creating a retrospective on more than a century of its brand history through the medium of bottles.

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The brand's Blue Label Striding Man Edition is a four-bottle collector's set that features illustrations of its logo at various points between 1908 and 2015. Through this initiative, Johnnie Walker is using product to educate its audience of enthusiasts about its brand heritage.

Striding through time

Johnnie Walker's Striding Man was originally created by Tom Brown in 1908. This figure, sketched on the back of a menu, donned a top hat, double-breasted coat and black boots and carried a knobbed cane.

In 1929, the Striding Man was given a colorful update by Leo Cheney, who also positioned the character as a global adventurer.



Johnnie Walker Blue Label Striding Man Edition

Before the turn of the century, John Geary turned the Striding Man to face right, signaling a forward momentum into the millennium. Gary Redford gave the logo its most recent revamp, reintroducing facial features and having the man tip his hat and smile.

In this four-piece set, each bottle depicts a different version of the Striding Man, allowing owners to see the evolution. This edition will be sold at Johnnie Walker Houses internationally.

While logos are often a prime embodiment of a brand's heritage, these marks are sometimes due for an update.

Lanvin's logo received a redesign for its 125-year milestone in 2014. Below the image Paul Iribe painted of Ms. Lanvin and her daughter Marguerite, there is now a 125.

Ms. Lanvin founded her fashion house in 1889 in Paris. When Marguerite, Ms. Lanvin's only daughter, was born, she became her mother's muse, and the designer created an entire wardrobe for her ([see story](#)).

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