

FOOD AND BEVERAGE

Lalique, Patrñ share design sensibility for \$7.5K decanter

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Patrñ en Lalique: Serie 1 is limited to 299 bottles. Image credit: Lalique

By STAFF REPORTS

French lifestyle brand Lalique is demonstrating its savoir-faire alongside Mexican mastery for a collaborative decanter with tequila distiller Patrñ.

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In 2015, Lalique and Patrñ partnered to handcraft the limited-edition Patrñ en Lalique: Serie 1 crystal decanter for the distillery's finest aged tequila. 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 ([see story](#)).

1 tequila, 2 tequila

The Patrñ en Lalique: Serie 1 was influenced by Lalique founder Ren Lalique's Art Nouveau style, considered among the foundations of the artistic movement.

Lalique and Patrñ's collaboration is seen as an expression of both France and Mexico's contribution to the Art Deco movement. The limited-edition decanter captures the countries' shared design sensibility.



Patrón en Lalique: Serie 1 was created in 2015. Image credit: Patrón

Continuing Ren Lalique's avant-garde vision, Lalique and Patrón have teamed up again to create the Patrón en Lalique: Serie 2.

"We are proud to partner with Patrón again on this second edition," said Silvio Denz, chairman and CEO of Lalique, in a statement. "Our two brands share strong and mutual values of creativity, and artistry, both striving for uncompromising quality and excellence."

"Creating such an exceptional decanter is very challenging and represents countless hours of work due to the finesse of the design," he said. "Our master craftsmen put all of their savoir-faire and passion into producing each bottle, signifying their unwavering commitment to mastery and beauty."

Skillfully handmade and numbered at Lalique's factory in Wingen-sur-Moder in Alsace, France, the bottle is characterized by straight lines and a contrast between clear and frosted finishes, a signature of Lalique wares.

The simple yet refined design of the Serie 2 bottle draws its inspiration from Mexico's indigenous Weber Blue Agave plant, from which tequila is produced.

For the Serie 2 bottle, Lalique created an amber-colored stopper that recalls the hue of the extra añejo tequila kept in the limited-edition decanter. The stopper includes Patrón's bee motif, detailed in gold enamel.



Patrón en Lalique: Serie 2 will retail for \$7,500. Image credit: Lalique

Only 299 bottles of Patrón en Lalique: Serie 2 have been created. Each \$7,500 decanter was hand-blown, pressed, fashioned, cut, engraved, polished and signed by a Lalique artisan.

On Lalique's Web site, a 360-degree viewer allows consumers to look at the bottle's details up close.

The aejo tequila within the decanter is also the result of exceptional talent. The aged tequila was created by master distiller Francisco Alcaraz and his team from a blend of extra aejo tequilas, aged for more than seven years in the barrel room at Patrón's distillery in the Highlands of Jalisco.

Patrón's aejo tequila was aged in American oak, French oak and Spanish sherry casks for the perfect balance of agave and oak notes. As a result, the tequila has notes of fruit, vanilla, light agave, raisins and pecans with a oak, agave, caramel and fruit finish.

Patrón en Lalique: Serie 2

"Both Patrón and Lalique are likeminded in our steadfast dedication and commitment to quality and craftsmanship," said Ed Brown, president and CEO of Patrón Spirits, in a statement.

"It's what first brought us both together two years ago to create this first-of-its-kind collaboration, and those bonds are just as strong today as we proudly introduce the second release in this groundbreaking series," he said.

The Patrón en Lalique: Serie 2 bottles will retail around the world at fine spirits shops and at select duty free stores.