

FOOD AND BEVERAGE

## Johnnie Walker transforms into Jane Walker to celebrate women's rights

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*Jane Walker celebrates Women's History month. Image credit: Johnnie Walker.*

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By STAFF REPORTS

As women's empowerment becomes a strong force into culture today, Scotch whisky brand Johnnie Walker is putting a feminine spin on its logo.

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To celebrate Women's History Month, Johnnie Walker will be transforming its "Striding Man" logo into a female version. "Jane Walker" will be sold across the United States for the month of March, and is hoping to attract a stronger female audience.

Women and whiskey

Johnnie Walker Black Label The Jane Walker Edition will be the first product to be adorned with the new logo.

The limited edition label features a black and white illustration of woman, much like the original logo, including a cane and top hat.

The logo is an exciting gesture for women's empowerment, as part of a beverage group that is typically marketed towards men, and the initiative will also include a fundraising component. Each bottle produced will be complemented by \$1 donated to a cause for women, such as the Monumental Women cause.



*Johnnie Walker's Jane Walker label. Image credit: Johnnie Walker.*

Elizabeth Cady Stanton and Susan B. Anthony Statue Fund launched the Monumental Women cause in hopes to pay tribute to these suffrage leaders through a monument Central Park, New York. This will be the first time a woman will be featured as part of a monument in the entire park.

The scotch brand will be gifting \$150,000 to the cause, as part of the grander total of \$250,000 to be raised as part of what Johnnie Walker is calling its #WalkWithJane program.

In another topical initiative, Johnnie Walker honored the bond between man and man's best friend for a limited-edition Blue Label bottle collaboration for Chinese New Year.

On Feb. 16, 2018, the Chinese celebrated the beginning of the Year of the Dog, and Johnnie Walker ensured that its scotch will be among gift considerations for the holiday. With scotch becoming increasingly popular in Asia, Johnnie Walker has been proactive in creating localized products and designing exclusive experiences for consumers in the market by way of its Johnnie Walker House lounges and travel retail ([see more](#)).