

FOOD AND BEVERAGE

## Harvey Nichols partnership results in limited-edition gin

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*Harvey Nichols works with Daffy's Gin to share limited edition. Image credit: Daffy's*

By STAFF REPORT'S

British department store chain Harvey Nichols is working with a gin maker for a special limited-edition, which is only available at its U.K. stores.

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A special Harvey Nichols partnership has led to a small batch of Daffy's Gin only available in 130 units. The collaboration allows consumers to purchase a 20cl bottle of the gin paired with a special branded goblet gift set.

Daffy's x Harvey Nichols

Launching in stores on March 6, the first Foraged Edition Daffy's x Harvey Nichols Gin will only be available while supplies last. Harvey Nichols will be hosting in-store tastings throughout the month in cities such as Manchester, Leeds and London.

Daffy's describes the batch of gin with lively herbal and floral notes and subtle hints of fresh citrus, and says it is best served with a crisp tonic, mint and garnished with red grapefruit.

"We are super excited to have created this small batch masterpiece with Harvey Nichols," said Chris Molyneux, master distillery at Daffy's Gin, in a statement. "One of the most exciting things about our distillery in the Highlands is that we are immersed in nature, surrounded by diverse and plentiful botanicals.

"This is a central part of our gin school where we teach distilling and the first time that we have released for purchase one of our small batch foraged gins," he said. "To have done this in collaboration with Harvey Nichols is a very special and proud moment for us"

Introducing our first ever Foraged Edition Geranium Gin as an exclusive collaboration with [@HarveyNichols](#). There are just 130 bottles, set to launch on the 6th of March in all UK stores as a 20cl gin and goblet gift set. <https://t.co/4MkuKwzyWr> [#GeraniumGin](#) [#Foraging](#) [pic.twitter.com/f4E5WFLotN](https://pic.twitter.com/f4E5WFLotN)

While the majority of the special-edition will be sold at Harvey Nichols stores, the two have also set aside a small number for online purchasing.

Harvey Nichols has been inking many partnerships with others in unique endeavors.

Online retailer Farfetch made a name for itself by partnering with fashion brands and publishers, but it branched out to department stores by collaborating with Harvey Nichols.

The partnership was a first for both parties as Farfetch has stuck closely to brands and boutiques rather than department stores, while Harvey Nichols has mostly shied away from the Internet and digital sales tools. With this partnership, Harvey Nichols is looking to modernize its online store and bring in younger customers (**see story**).