

FOOD AND BEVERAGE

The Glenlivet brings fashionable touch to new release with designer collaboration

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The Glenlivet is collaborating with Prabal Gurung. Image credit: The Glenlivet

By STAFF REPORTS

Scotch whisky brand The Glenlivet is collaborating with designer Prabal Gurung and New York Fashion Week: The Shows to unveil its new single malt as it looks to reach consumers less familiar with spirits.

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The Glenlivet 14 Year Old is the first single malt Scotch whisky to be selectively finished in ex-cognac casks. During NYFW, Glenlivet will be hosting exclusive events and pop-ups, including a special appearance at the Prabal Gurung runway show.

"The launch of The Glenlivet 14 Year Old, with our NYFW: The Shows sponsorship and collaboration with Prabal Gurung, is the latest proof point of how our brand continues to open up the whisky category," said Shefali Murdia, director of brand engagement at The Glenlivet, in a statement. "By bringing a new taste palate and working with unique partners, The Glenlivet 14 Year Old is inviting consumers to rethink the old world of Scotch whisky."

Fashionable whiskey

The Glenlivet aims to educate and inspire whisky fans and newcomers through its interactive experiences at NYFW. Throughout the week of Sept. 5-11, The Glenlivet 14 Year Old will be served at show happy hours, as well as featured in creative cocktails.

For the SoHo Sip and Shop on Sept. 7 and 8, The Glenlivet will host in-store activations at luxury boutique, including Versace's Fifth Avenue outpost.



Designer Prabal Gurung created a special edition flask and flask bag. Image credit: The Glenlivet

In another Instagram-friendly effort, the brand designed a sleek, mobile airstream to serve as The Glenlivet Drop Shop. Inside, consumers can sample The Glenlivet 14 Year Old, customize premium T-shirts and view the whisky brand's collaboration with Prabal Gurung.

Mr. Gurung worked with The Glenlivet to co-create pieces inspired by the new malt, including a limited-edition 14 Year Old flask and flask bag. The bottle features a bold purple label, which inspired the rich shade of the flask bag, while the gold flask mimics the smooth amber color of the whisky.

Following the Prabal Gurung show on Sept. 8, select The Glenlivet x Prabal Gurung pieces will be available for purchase.

"The Glenlivet is a modern brand in the truest sense," said Mr. Gurung in a statement. "I am so pleased to be a partner in the launch of The 14 Year Old, celebrating a rich brand legacy by creating an inclusive Scotch whisky that addresses the contemporary drinker."

The Glenlivet has previously experimented with pop-ups and collaborations to engage a new brand of consumers.

Last fall, the whiskey brand partnered with hospitality group Rosewood Hotels to create a Glenlivet Glade winter pop-up at its London location. The setting represented Glenlivet's Scottish heritage.

A variety of cocktails created by Rosewood London's expert bartenders were made special with Glenlivet. The Rosewood culinary staff also created comforting side dishes to go along with the Glenlivet cocktails ([see story](#)).