

WINES AND SPIRITS

Pernod Ricard's The Glenlivet partners with alice + olivia during NYFW

February 13, 2020



Pernod Ricard partnered with fashion label alice + olivia for a purple bucket bag inspired by The Glenlivet. Image courtesy of Pernod Ricard

By LUXURY DAILY NEWS SERVICE

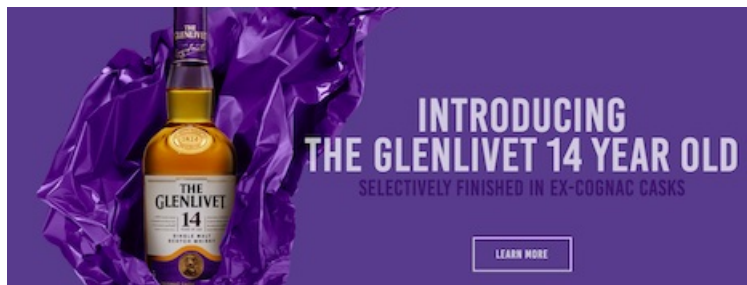
Pernod Ricard's The Glenlivet and fashion brand alice + Olivia partnered during New York Fashion Week to create a special bag inspired by the single malt Scotch whisky.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The joint effort resulted in an alice + Olivia bucket bag honoring the brand's 14 Year Old edition finished in ex-Cognac casks.

In the bag

The bucket-style bag is made from 100 percent Italian leather, with a pebbled exterior and a soft suede bonded lining, accompanied by a drawstring closure and removable pouch.



Introducing The Glenlivet 14 Year Old on its Web site. Image credit: The Glenlivet

This is the second time that **The Glenlivet** has joined with New York Fashion Week as a continuation of the brand's ability to break traditions and foster original partnerships to open up the single malt scotch category to new consumers, the company said.

The alice + olivia purple bag celebrates the creative and contemporary spirit of the most recent New York Fashion Week, highlighting the bold color of the new Glenlivet 14 Year Old.

Consumers are invited to enter for a chance to win one of the limited-edition bags by entering a sweepstakes through The Glenlivet Web site.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.