

FOOD AND BEVERAGE

Glenmorangie partners with Tokyo artist for blooming bottle

November 3, 2021



The rare collectible 18-year-old single-malt is now available for the holiday season. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Scotch whisky maker **Glenmorangie** is fully blooming in a new collaboration with Tokyo-based floral artist Azuma Makoto.

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The rare collectible 18-year-old single-malt launched on Nov. 2, readily available for the upcoming holiday season. Mr. Makoto created a design for the limited-edition bottle and a movie sculpture commemorating the partnership entitled "Dancing Flowers of Glenmorangie."

Always blooming

Mr. Makoto created artwork for the bottle in his Tokyo studio after assembling almost a hundred disparate blooms, reimagining the whisky through the language of flowers. He then began distributing petals over the work as it was photographed and filmed, creating the "Dancing Flowers of Glenmorangie" sculpture.

The collaboration came together after Mr. Makoto tasted Glenmorangie 18 Years Old for the first time with Dr. Bill Lumsden, director of whisky creation at Glenmorangie.



The collectible 18 Years Old single-malt from Glenmorangie and Azuma Makoto is priced at \$139.99. Image courtesy of Glenmorangie

The palette of the whisky is naturally floral with honeysuckle, sweet pea, jasmine and geranium notes with hints of dried fruits and honey.

Several LVMH-owned wine and spirits brands continue to venture into meaningful collaborations.

In August, LVMH-owned wine and spirits importer Mot Hennessy USA teamed up with streaming platform HBO Max to curate signature cocktail and food recipes inspired by the select Original Max shows.

Glenmorangie X paired with HBO Max's streetwear competition "The Hype." Other labels including Belvedere vodka, Cognac house Hennessy and tequila brand Volcan de mi Tierra planned features through the partnership ([see story](#)).

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