

FOOD AND BEVERAGE

## Mot Hennessy's Allison Varone: Luxury Woman to Watch 2022

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Allison Varone

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Allison Varone

Vice president of emerging brands

**Mot Hennessy**

New York

*"There's definitely a trend in consumers trading up for more premium spirits as they experiment with mixology and seek out trustworthy labels with quality ingredients"*

What do you most like about your job?

There are many reasons why I love what I do.

I have the privilege of working on beautiful brands that offer memorable experiences to a wide variety of consumers.

My role also interacts with many different teams from across the globe which allows me to enjoy different cultures and perspectives.

Additionally, it's very fulfilling to see the brand stories and platforms we conceptualize come full circle and resonate with our consumers to create long lasting brand value and loyalty.

What is the biggest challenge in your work?

Similar to most, this past year has been one of the biggest challenges I've faced thus far.

From the global pandemic and social unrest to work and home life blurring together, this year brought about some pivotal changes in how we operate individually and as a team.

That being said, these personal and professional challenges made me and my team more resilient, agile, stronger and overall more empathetic team members to each other.

From a brand perspective, we are being more and more challenged to meet our consumers where they are and develop initiatives that resonate to them in an elevated and aspirational way.

What is your work priority for 2022?

Introducing even more consumers to our emerging brands portfolio.

There's definitely a trend in consumers trading up for more premium spirits as they experiment with mixology and seek out trustworthy labels with quality ingredients, which benefits our brands like Belvedere Vodka, Glenmorangie Whisky and Volcan de Mi Tierra Tequila.

I want to take insights from the last year into account as we go into 2022.

For example, continue to lean in to ecommerce initiatives, at-home cocktail rituals, while also looking forward to being more present in restaurants and bars in 2022 and beyond.

What is your proudest achievement in luxury?

That's a great question and tough to answer.

I think my proudest moments while working in luxury is when we bring memorable and luxury experiences to consumers with our brands. Experiences that enrich their lives and remain a positive memory for the years to come.

I also enjoy sharing these achievements with my team and celebrating the hard work that goes into creating them.

How do you see luxury evolving in 2022?

I foresee some of the current trends in the luxury spirits industry contributing to its evolution in 2022.

For one, I anticipate a lot of new innovations from brands, even those with time-honored and traditional portfolios.

For example, this year we launched X by Glenmorangie, a single malt made specifically for mixing and, in turn, we were able to encourage experimentation with how and where consumers enjoy single malt whisky, thus reaching a new audience that hadn't tried our product before.

I think these innovations will serve various purposes including making luxury spirits more approachable and exciting to newcomers.

Additionally, I think we'll see a shift towards all-natural and organic ingredients becoming an industry standard, given the fact that consumers have almost come to expect that a spirit's ingredients are all-natural and high-quality.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)