

FOOD AND BEVERAGE

The Macallan distills the essence of New York through documentary

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Polly Logan and Joan Roca traverse through New York to gather inspiration for the brand's latest offering. Image courtesy of The Macallan

By NORA HOWE

Scottish whisky maker The Macallan has ventured across the pond to launch a new limited-edition single malt.

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To unveil the making of the exclusive edition Distill Your World New York, stylized as "Distil" in the British style and showcase the energy of the Big Apple, the brand released a 30-minute documentary, the fourth episode in a series, following Macallan whisky maker Polly Logan and Michelin-starred chef Joan Roca through the city that never sleeps. Long-form media and entertainment such as documentaries often allow brands to develop deeper, more meaningful, connections with their consumers.

"Distill Your World"

For her first time in New York, Ms. Logan traveled to the city to spend time with the people who fuel the culture and the creatives who drive its uniqueness with the intention of unveiling the complexities of the bustling town.

Walking through the streets and riding in taxi cabs, her initial impression of New York is how the buildings appear to be reaching up toward the sky.

The first stop in their journey is the Guggenheim Museum, where Ms. Logan and Mr. Roca meet with art curator Megan Fontanella. In addition to the art on display, Mr. Roca is drawn to the architecture of the building a piece of art itself.

"New York is a city of contrasts, where you can see a Kandinsky in the Guggenheim and then art in the streets and on the walls," Mr. Roca says in the film. "It all represents something, everything has a message."

Next, they walk through the streets with graffiti artist Lady Pink, who Ms. Logan describes as holding an "incredible power and passion within her." Lady Pink uses art as a platform to spread her voice and inspire others, and promotes New York as a melting pot of culture, where everyone can coexist.

The film highlights the creative and dynamic nature of New York

On the creative, artistic train, Ms. Logan and Mr. Roca visit fashion designer and repurposing pioneer Daniel

Silverstein at his studio.

"New York is really what everybody says it is," Mr. Silverstein says. "A city where you come with a dream for yourself, and then everything becomes possible to you."

Coming to the city with little money or resources for starting a fashion line, let alone buying clothes for himself, Mr. Silverstein spent an afternoon constructing a shirt for himself which he later posted to his own Instagram page. From there, his career blossomed.

After spending some time with Mr. Silverstein, the two meet with sneaker historian Dee Wells in lower Manhattan, where they walk through SoHo and Little Italy discussing the flavors of New York.

"You are going to hear all these amazing sounds the cars, horns, people walking and talking, the music," Ms. Wells says. "You blend it all together and it becomes a backdrop for the people."

"People make New York what it is," he says. "They are the lifeblood."

Their final encounter is with jazz musician Wynton Marsalis, who lists off a long list of famous names who convened in New York to contribute to the jazz community and push it forward.

Inspired by her experience, Ms. Logan's "Distill Your World New York" limited-edition whisky features notes of apple, peanut brittle and milk chocolate. Equally inspired, the Roca brothers also created a menu designed to take diners on a journey through New York.



Ms. Logan and Mr. Roca speak with Mr. Silverstein about his journey into fashion. Image courtesy of The Macallan

"Distill Your World New York" is housed in a white box featuring an engraved aerial map of New York. Subtle blue details on the box and bottle represent the water that surrounds the city and the buildings.

The Macallan "Distill Your World New York" is a limited-edition release of 1,000 bottles and will be available this month starting at \$4,200 for the 700ml bottle and \$4,500 for the 759ml version.

Earlier installments of the "Distill Your World" collaboration have explored Scotland, London and Jerez, Spain.

Documentary style

Especially in the luxury space, where quality lies in the details, documentaries provide brands opportunities to explain the fine print.

French fashion house Christian Dior examined the world of fragrance creation through a documentary feature film, shedding light on the mysterious craft.

Directed by Clment Beauvais and Arthur de Kersauson, *Nose* follows Dior perfumer Franois Demachy on his two-year quest through fourteen countries to discover the world's most valuable raw materials. Through the hour-long spotlight, Dior offers insight into the meticulous and creative process of its renowned fragrance composition ([see story](#)).

Following the reveal of its collaboration with The North Face, Italian fashion brand Gucci celebrated the drop with a dedicated documentary.

The brand commissioned artist Sean Vegezzi to explore the idea of literal and metaphorical adventures through film. In the same theme as the collection campaign, the short documentary film pays tribute to the spirit of exploration ([see story](#)).

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