

FOOD AND BEVERAGE

## Don Julio celebrates tequila, topography in new collaboration

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*The project fuses the brand founder's love of land with photographer Gray Malin's medium of choice. Image credit: Tequila Don Julio*

By LUXURY DAILY NEWS SERVICE

Tequila Don Julio, a subsidiary of spirits distributor Diageo, is telling stories regarding product sourcing from a new perspective.

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The high-art pursuit involves American photographer Gray Malin, who delivers a series of aerial shots, each overlooking the brand's agave fields from the highlands of Jalisco, Mexico. The project fuses founder Don Julio Gonzalez's love of land with the creative's medium of choice, granting viewers access to special, behind-the-scenes snapshots.

"In the same way that Tequila Don Julio revolutionized the tequila category, Gray Malin has paved the way in photography with his signature aerial style and celebration of beautiful destinations all over the world," said Stacey Cunningham, director of **Tequila Don Julio**, in a statement.

"Gray creates for the love of it, just as Don Julio Gonzalez did, and this partnership is a celebration of just that creating Por Amor."

Fusing tequila and topography

Centering a primary frame are two jimadors in traditional garb, a reminder of the daily purveyors of Don Julio's "plant-to-table" operation.



*Centering one frame are two traditionally-dressed jimadors. Image credit: Tequila Don Julio*

For the undertaking, Mr. Malin additionally designed a set of custom umbrellas, staging assets with these and other colorful props.

Slated for August, the pieces will arrive at an immersive "Gray Malin x Tequila Don Julio" pop-up event in the Hamptons with more information to come, notes the brand. For now, previews of the artist's work have debuted in digital content, while a range of 11 prints is currently available for purchase at [www.GrayMalin.com](http://www.GrayMalin.com).

[View this post on Instagram](#)

A post shared by Don Julio Tequila (@donjuliotequila)

It is no surprise that the subsidiary of the first conglomerate to debut a global "cocktailian" with subbrands such as Don Julio Ultima Reserva, Don Julio 1942 and newly-launched Don Julio Rosado ([see story](#)), the spirits label slots in under Diageo's Reserve division, an arm introduced in 2004 to focus on the global luxury opportunity is topping efforts off by providing the recipe for an official "Malin Margarita."

"I've loved Tequila Don Julio for a long time so it was an honor to capture their stunning agave fields where the tequila-making process all begins," said Mr. Malin, in a statement.

"This was my first time shooting work above this type of landscape and I was mesmerized by the geometric rows of the teal agave contrasted against the red soil," he said. "Experiencing the fields from this perspective, and the care that goes into each plant to produce every bottle, is immensely impressive, it's an art in itself."

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