

FOOD AND BEVERAGE

Cincoro Tequila reveals first collaboration, debuts limited-edition bottles

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The limited-edition batch is bottled in vessels designed by artist Joshua Vides. Image courtesy of Cincoro

By LUXURY DAILY NEWS SERVICE

Ultra-premium spirits brand Cincoro Tequila is working with a partner for the very first time.

Ahead of Miami Art Week 2023, the house has unveiled a limited-edition collaboration with American graphic designer Joshua Vides, who is applying his famed monochromatic style to 150 new Aejo bottles. The release will be unveiled at an invitation-only event at the Edition Hotel in Miami Beach on Dec. 5, with presale orders going live the following day via online spirits retailer ReserveBar.

"We're thrilled to unveil this exclusive collaboration with Joshua Vides who seamlessly blended his signature monochromatic style with our elegant bottle," said Emilia Fazzalari, cofounder and executive chairman of [Cincoro Tequila](#), in a statement.

"This partnership brings together the worlds of art and luxury, offering a unique collector's item to celebrate our delicious Tequila and introduces it to a new audience passionate about art, streetwear culture and our delicious liquid," Ms. Fazzalari said. "Michael and I hand-selected this batch of our Aejo Tequila, as we felt it would reflect the greatness and exceptional artistry of the bottle."

The art of tequila

For the activation, Mr. Vides has transformed Cincoro's bottles into a collector's item, pairing them with a display box that also feature his creative touch.

Cases were created from wood, inspired by the crates that protect works of art in transit. Further playing into the keepsake nature of the capsule, each order comes with a signed and numbered sketch.



Priced at \$649.99, the Cincoro Aejo x Josh Vides bottles are filled with a new batch of Aejo Tequila, aged for 20 months. Image courtesy of Cincoro

Priced at \$649.99, the Cincoro Aejo x Josh Vides black and white bottles are filled with a new batch of Aejo Tequila, aged for 20 months.

At Miami Art Basel on Dec. 5, a limited number of bottles will be made available for purchase before the pre-order event starts on ReserveBar.com.

"With any collaboration that I do, I want to make sure it aligns with my brand and that I love the product, so I was stoked when Cincoro approached me to collaborate," said Mr. Vides, in a statement.

"For me, it's incredibly exciting to work with a company that's surrounded by greatness whether it be from their stacked roster of founders to their delicious and smooth liquid," he said. "The Cincoro bottle, with its sleek design, provided me with an open canvas that empowered me to reimagine its presentation.

"I was able to design it with a 360-degree approach, allowing me to accentuate the authentic beauty of the bottle in a new way."

This is not the first time that Mr. Vides has worked with a luxury brand, often applying his recognizable artwork to products and campaigns across categories ([see story](#)).

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