

FOOD AND BEVERAGE

Cincoro collaborates with rapper Travis Scott for rare collector's release in London

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The sale is said to be “just the beginning” of the burgeoning partnership. Image credit: Cincoro Tequila

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Ultra-premium spirits brand Cincoro Tequila is entering the United Kingdom while celebrating a landmark sale.

To mark the occasion, the label partnered with American rapper Travis Scott to produce a one-of-a-kind Extra Añejo bottle that headlined the second annual Annabel’s for the Amazon Gala. Held at private members’ club Annabel’s in London on Sept. 19, the rare expression sold for \$13,500.

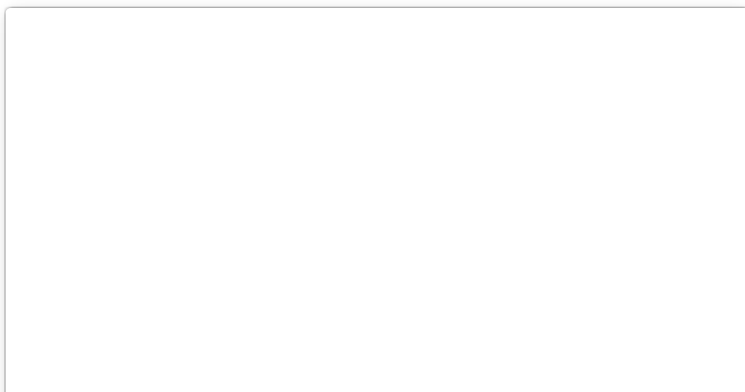
“Working with Travis has been an incredible creative journey,” said Emilia Fazzlarai, cofounder and executive chairperson of **Cincoro Tequila**, in a statement.

“He brought a completely unique perspective to this collaboration, rooted in both cultural vision and attention to detail,” Ms. Fazzlarai said. “This partnership represents a bold step forward for Cincoro as we continue to redefine what luxury tequila can be.”

Prestige pours

The bespoke bottle and gift box feature a sleek, chocolate brown finish, complete with golden metallic etchings inspired by Mexican culture, art and tradition.

Mr. Scott and Cincoro Tequila will continue to work together, with plans for more high-end, creative reinterpretations of the label’s products slated for the future.



[View this post on Instagram](#)

A post shared by Cincoro (@cincoro)

All proceeds from the auction benefited one of Annabel's charitable endeavors, Annabel's for the Amazon, which promotes reforestation in the Amazon rainforest.

Luxury beverage brands continue to embrace artists across genres for various initiatives. For instance, LVMH-owned Cognac brand Hennessy recently scaled the latest edition of its long-running Cypher African music program to cover a global scope ([see story](#)).

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