

Bowmore unveils final release of GTR collection, Designed by Aston Martin



Bowmore's *Designed by Aston Martin* collection

[Bowmore Islay Single Malt Scotch Whisky](#) has unveiled the final release of its exclusive global travel retail collection, *Designed by Aston Martin*.

According to the company, the collection unites Bowmore's dedicated GTR range with some of the ultra-luxury car marque's most iconic cars. Since launching in 2021, this collaboration has proved popular with its bold, limited-edition bottle and pack design. In this final series, the existing Bowmore 10, 15 and 18-Year-Old single malts provided the inspiration to Aston Martin's design experts, to select specific car designs and stories to align with the distinctive character of each of the whiskies.

The bold character of Bowmore 10-Years-Old aligns with the Aston Martin 1923 Razor Blade, to collectively tell the story of a passion and vision, where strength of character and intensity play a crucial role. Its depth of flavor and bold notes are created from exceptional aging in Sherry Oak casks, resulting in a 'spicy' take on the signature fruity, smoke of Bowmore.

The Aston Martin 1923 known as Razor Blade was built with a clear goal in mind - to break world records for 1.5 liter cars in exceeding the 100mph speed barrier. With its striking aerodynamic body, designed by British aviation manufactures de Havilland, this car was born to race. Using ground-breaking technology, Aston Martin's creation embodies a distinctly bold and confident move of its time, and 100 years since its inception, this car has firmly solidified its place in the history of Aston Martin.

With a united desire for elegance, the Aston Martin DB4 and Bowmore 15-Year-Old capture this in a 1

synchronized vision of their creation, story and characters. Offering a pure interpretation of a design of its time, the 1958 DB4 symbolized a design milestone for Aston Martin, with the introduction of its Italian-inspired 'Superleggera' chassis.

From ground-breaking disc brakes on all four wheels to the iconic front wing vents with their distinctive polished blade, its elegance embodies both performance and style. This perfectly pairs with the Bowmore 15-Year-Old, a true spirit of opulence, combining first fill bourbon casks and hogsheads. It is defined by sweetness, reminiscent of Italian desserts and Italian Amalfi lemon and honey.

The complexity of the Aston Martin DB9 perfectly aligns with the balance and depth of the Bowmore 18-Year-Old. Signifying a new era for Aston Martin, the DB9 (2003) is one of the most standout Aston Martin innovations of all time and showcases a complexity of engineering with the perfect balance of 50/50 weight distribution front to rear – almost unheard of in road cars.

Likewise, Bowmore 18-Year-Old is rare and complex from time spent nurturing in the finest Oloroso and PX Sherry Casks. With its rich dark appearance, the complex layers of flavors seamlessly combine dark chocolate, treacle toffee and peat smoke roasted coffee.

Manuel Gonzalez, Brand Marketing Director, GTR at Beam Suntory, said, "We're thrilled to reveal the final *Designed by Aston Martin* set in the trilogy, unifying our exclusive travel retail whiskies with the flair and innovative nature of Aston Martin's design team. Due to the ongoing success of the previous Aston Martin series, we know this collaboration largely appeals to our consumers passing through the GTR channel, offering them the chance to engage and discover the Bowmore range."

The new collection will be brought to life through a dedicated activation in key airports including London Heathrow, Frankfurt, Istanbul and Taiwan, Dubai, Hong Kong, Hainan from July 2023. This captivating and unique instore experience explores the concept "Made to Move You" using a 'cymatics' technology to allow consumers to create their own bespoke 'emotive pulse.'

The cymatics technology is a liquid vibration that creates alluring patterns, energy, and light. Shoppers can create their own emotive pulse with cymatics and discover which of the pulses best represents each of the 'Designed by Aston Martin' collection.

Gonzalez adds, "Disruptive, alluring and highly memorable, the Bowmore team have excelled themselves with this new cymatics experience. Personal to each consumer, we are truly pushing the boundaries of creativity, meeting the traveler's demand for dynamic and engaging experiences whilst staying true to the ethos and spirit of the Bowmore and Aston Martin brands."