

Diageo Global Travel launches exclusive Johnnie Walker Gifting Studio at Singapore Changi Airport



A gifting station for bottle personalization, a seasonal whisky tasting bar & bespoke treats from leading chefs; this exclusive pop-up is scheduled to kick off the festive season in style

This festive season, Diageo Global Travel, in partnership with Changi Airport Group and DFS Group, the world's leading luxury travel retailer, will surprise Scotch whisky fans with the opening of an exclusive Johnnie Walker Gifting Studio at Singapore Changi Airport.

The pop-up will offer consumers a space to personalize bottles with charms, ribbons and gift bags, as well as the opportunity to include customized holiday cards created by artist, Diana Goh. The activation will also provide visitors with a number of unique experiences including an interactive wishing machine, which will project a prediction for your year in 2020.

While the Gifting Studio will predominantly focus on Johnnie Walker and showcase the brand's gifting accessories and latest blends, travelers will also be able to explore similar gifting solutions and limited editions from some of the wider Diageo portfolio including Baileys Irish Cream and limited-edition Special Release malts.

The pop-up installation will open on November 30, with a special launch event taking place on December 5. Representatives from Diageo, DFS and Changi Airport Group will be in attendance. Plus, top chefs including Cheryl Koh of Tarte, Janice Wong of 2am: dessert bar, Samantha Tan of the Awfully Chocolate chain, Cindy Khoo of The Hilton, Singapore and Pan Kok Keong of Antoinette.

Paulo Guludjian, General Manager of Global Travel in Asia, Pacific, Middle East, India and Egypt,

Diageo, says: “Creating an engaging and enjoyable retail experience is a big priority for us and we believe this exclusive gifting studio will really captivate our consumers. The studio allows travelers to engage with our products in an exciting, personal and enjoyable way, while also demonstrating how Johnnie Walker is leading the way in personalization. We believe this pop-up will expand our reach to the millennial audience through engaging activations, partnerships with leading chefs and the chance to experience our products in a versatile way. From delicious drinks to unique treats, there really is something for everyone.”

Teo Chew Hoon, Group Senior Vice President of Airside Concessions at Changi Airport Group, adds: “Changi Airport Group, together with Diageo Global Travel and DFS Group, is thrilled to bring the festive spirit to passengers with the Johnnie Walker Gifting Studio. Boasting a selection of limited editions from across Diageo’s portfolio available only in Asia, this interactive pop-up brings a one-of-a-kind retail experience to passengers at Changi Airport.”

The Johnnie Walker Gifting Studio is situated in the T3 Departure Transit Hall and will remain open until January 9, 2020.