

# Edrington x Dubai Duty Free launch The Macallan Concept Number 2



Inspired by the parallels between crafting whisky and creating music, The Macallan Concept Number 2 is the second release in the Concept Series

Edrington Global Travel Retail (GTR) and Dubai Duty Free (DDF) have partnered to deliver a month-long global exclusive launch for The Macallan Concept Number 2 throughout December 2019.

The Macallan Concept Number 2 is the second release in the Concept Series - a travel retail exclusive collection, which fuses the passion behind The Macallan's whisky making with innovative art, music & culture. The collection is inspired by parallels between the creative approaches of crafting whisky and creating music.

Supported by activations and major in-store visibility that will continue through this month, The Macallan Concept Number 2 was exclusively available at DDF's outlets at Dubai International Airport in December. At promotional locations in Concourses A & D, the synergies between whisky and house music are brought to life through an activation that allows shoppers to craft their own personalized house music and download their track via a QR code.

Jeremy Speirs, Managing Director EMEA Travel Retail, Edrington, comments: "The Macallan Concept Series has resonated strongly with global travelers - providing an eye-catching platform for consumer engagement and retail theater. Considering the success of Concept Number 1's exclusive launch with DDF last year, we're naturally delighted to partner once more to introduce the world of Concept Number 2 to Dubai Airport's passengers."

Sharon Beecham, Vice President – Purchasing, Dubai Duty Free, says: “The Macallan continues to build its reputation in travel retail not only as an iconic luxury spirit, but also as one that is consistently presented in engaging and innovative formats.

The global exclusive launch of The Macallan Concept Number 2 continues a strong track record of partnership between ourselves and the brand and delivers a truly differentiated experience to our customers at Dubai.”