

# James Jean crafts new Johnnie Walker Blue Label design for Lunar New Year



Diageo has extended its collaboration with acclaimed Asian-American artist James Jean for Johnnie Walker Blue Label Year of the Snake limited edition

Johnnie Walker has unveiled its 2025 Lunar New Year limited edition Blue Label design, continuing its partnership with influential Asian-American visual artist James Jean following last year's Year of the Dragon release.

Jean's design features three snakes representing wisdom, intelligence and intuition, surrounded by blooming flowers. The snakes are depicted shedding their skins, symbolizing renewal and transformation. This imagery aligns with both the zodiac's traditional symbolism and Johnnie Walker's brand ethos of continuous progression.

"James Jean's stunning portrayal of the snake for the Johnnie Walker Blue Label Lunar New Year 2025 collection masterfully intertwines tradition and innovation. Just as Johnnie Walker embodies progress with our Keep Walking spirit, Jean has brilliantly woven a connection between heritage and forward-thinking vision," says Jennifer English, Johnnie Walker Global Brand Director.

The artist, who was born in Taipei and raised in New Jersey, drew inspiration from the layered flavors crafted by Johnnie Walker Master Blender Emma Walker and her team. The Blue Label expression incorporates rare whiskies from the brand's reserves, including irreplaceable casks from closed "ghost" distilleries.

Jean has also created designs for the Lunar New Year John Walker & Sons XR 21 Year Old Limited Edition. The Lunar New Year limited edition designs will be available in select markets globally.