

# The Macallan launches Concept No. 3



A collaboration with The Macallan and David Carson.

Created in collaboration with design icon David Carson, Concept No. 3 is the final expression of The Macallan Concept Series, a GTR exclusive that blends whisky and art



The Macallan has unveiled Concept No. 3, a collaboration with visionary graphic designer, David Carson, which brings together the worlds of whisky and art.

A global travel retail exclusive, Concept No. 3 will be available from July 2021 at The Macallan Boutiques in selected international airports and duty free stores on Hainan Island, before being introduced more widely to global travel retail hubs from August 2021.

The product launch will be supported by imaginative social and digital media activities and in-store activations that will aim to engage global consumers pre-travel.

Concept No. 3 is the latest release of The Macallan Concept Series, a limited collection of annual release whiskies that fuses the artistry and expertise behind The Macallan's whisky-making with creativity and culture.

"The Macallan Concept Series has resonated strongly with global shoppers looking to purchase something different and collectible in the single malt category. We are delighted to introduce the third and final release of this travel retail exclusive series, partnering with David Carson to deliver a truly standout launch, which builds on The Macallan's reputation in travel retail for excitement and flair," states Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail.

For the final expression of the series, The Macallan approached David Carson whose work has been displayed internationally. Since establishing his own studio, Carson has created campaigns for some of the world's leading consumer brands including Nike, Levi, Pepsi and Ray Ban. He was among only two graphic designers selected by Apple as part of its iconic '*30 most innovative users*' list.

Concept No. 3 is the latest project in a wider collaboration between The Macallan and David Carson, who produced a festive campaign for the brand in 2020.

To bring his unique perspective to the design of Concept No. 3, Carson visited The Macallan's 485-acre estate in Scotland's Speyside where he spent time with The Macallan whisky maker, Polly Logan. The artist's unique, handmade collage designs feature a number of special touches to celebrate their shared outlook and methodology. Many of the colors used are those found at The Macallan Estate, with blue representing the River Spey and red reflecting The Macallan's sherry-seasoned oak casks.

In turn, Logan welcomed influence from Carson's character and career to craft Concept No. 3, an unusually fresh whisky, with a distinctive warm, golden hue that pays tribute to the graphic designer's years on the USA's West Coast.

Encased in a striking presentation box that shows Carson's designs of Concept No. 3, each bottle features labelling designed by the artist and a vibrant chevron symbol that bears his signature.