

Glenfiddich unveils limited-edition Lunar New Year design pack



The specially designed limited-edition pack by Glenfiddich

Glenfiddich has released a limited-edition pack for Glenfiddich's 18 Year Old single malt to celebrate the upcoming Chinese New Year. Created in collaboration with Shenzhen-based artist Rlon Wang, the distinctive design is available in selected airports in Singapore, Taipei, Bangkok and Hong Kong, from December 2019 onwards.

Paying homage to the royal stag icon which appears on every bottle of Glenfiddich, Wang's richly detailed illustration depicts the creature's 12-pointed antlers to denote its 'royal' classification. The flowing ribbon and medal around its neck symbolizes Glenfiddich's status as the world's most-awarded single malt.

Commenting on the new release, William Grant & Sons Managing Director, Global Travel Retail, Ed Cottrell said: "We are thrilled to collaborate with artist Rlon Wang to offer travellers a limited-edition design during this important festive period."

"We know that luxury spirits consumers are looking for culturally relevant gifts from brands with heritage and authentic stories, which makes Glenfiddich 18 Year Old the perfect gift this Lunar New Year."