

Edrington and Le Clos to open The Macallan Boutique at Dubai International



The Macallan Boutique at Dubai International draws on the beauty of The Macallan Estate, including the new distillery and visitor centre in Speyside (image: Magnum Photos for The Macallan)

Edrington EMEA Travel Retail and Le Clos, the Dubai-based fine wine and luxury spirits retailer, will write the next chapter in their record-breaking partnership in 2019 with the unveiling of a new luxury retail concept for The Macallan.

The Macallan Boutique will be the first-ever permanent, monobrand luxury spirits boutique at Dubai International (DXB).

The Macallan Boutique design is a bespoke concept that draws heavily on the passion, vision and beauty of The Macallan Estate, including the new distillery and visitor centre in Speyside, unveiled in June 2018.

Along with a strong focus on consumer engagement and storytelling, the boutique will also feature exclusive products, complementing Le Clos' world-class portfolio of fine wines and spirits.

The opening of The Macallan Boutique extends the successful partnership between Edrington and Le Clos which has resulted in multiple world-record sales in travel retail.

The most notable example was the world-record sale of two rare bottles of The Macallan 1926, with labels commissioned by artists Sir Peter Blake and Valerio Adami, which were purchased by a private collector for US\$1.2 million.

Jeremy Speirs, Managing Director EMEA Travel Retail, Edrington, said: "Our ongoing collaboration with Le Clos has seen DXB become one of the go-to locations globally for The Macallan collectors and whisky connoisseurs. It is therefore fitting that we will partner - in close collaboration with Dubai

Airports - to deliver the ultimate expression of the brand in travel retail, The Macallan Boutique.”

Andrew Day, Group Chief Executive Officer of Le Clos retailer Maritime and Mercantile International (MMI), a subsidiary of the Emirates Group, added: “Le Clos recently celebrated its 10th year of award-winning operations at Dubai International, and we are delighted to announce the next chapter in our history with the creation of a world-first stand-alone The Macallan Boutique by Le Clos. The Macallan has played a significant role within our portfolio and it is testament to our leadership in luxury travel retailing that we will bring this amazing brand to life on a truly global stage at DXB.”

Eugene Barry, Executive Vice President, Commercial at Dubai Airports, said: “We welcome The Macallan Boutique, an extension of our longstanding partnership with Le Clos and a first for the region, and look forward to the impact a great brand collaboration like this will bring to travelers’ experience at DXB.”