

# The Macallan Red Collection achieves new heights



Generating more than USD \$2 million and eclipsing all other launch campaigns in the history of the company, Le Clos celebrates a remarkable launch of The Macallan Red Collection

The Macallan and Le Clos have partnered to unveil The Red Collection at The Macallan Boutique by Le Clos, reinforcing its standing as one of the leading global retailers of The Macallan. Sales generated during the launch exceeded USD \$2 million, with international and Dubai based collectors securing their allocations within hours of the global unveiling.

The Macallan Boutique by Le Clos, located in Terminal 3 at DXB, has continued operations during travel restrictions and all phases of the pandemic. The Macallan and Le Clos saw the need to pivot, change quickly and adapt a stronger digital focus in order to service consumers where possible via an online version of the Boutique: [www.leclos.net/themacallan](http://www.leclos.net/themacallan). Through the online boutique and direct marketing campaigns to VIP customers The Macallan and Le Clos have been able to deliver outstanding sales results during an immensely challenging period.

“Having curated such a remarkable range of whiskies for The Red Collection it’s fitting that Le Clos is

one of a few select retailers bringing its story to life at launch in The Macallan Boutiques. With its unrivalled understanding of the luxury spirits consumer and track-record in providing a launchpad for some of The Macallan's most premium and sought-after expressions, Le Clos has become a true authority on the brand and its stores a must-visit destination," says Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail.

"Le Clos and The Macallan have enjoyed a great partnership, which was reinforced last year with the opening of The Macallan Boutique by Le Clos. We are delighted to have access to The Red Collection for our customers, as these are truly extraordinary expressions. During these unprecedented times to achieve such outstanding sales is a testament to the exclusiveness of The Red Collection, our partnership with The Macallan and the ongoing loyalty and support of our customers.

The Macallan continues to play a significant role within our portfolio and we continue to work closely with [the team] to bring our customers world class retail experiences both online and in-store. Our collaboration with The Macallan and mutual commitment to innovation has enabled The Macallan Boutique by Le Clos to be one of the go-to locations globally for The Macallan collectors and whisky connoisseurs," adds Ben Odgers, General Manager, Le Clos.



Adapting a stronger digital focus in order to service consumers via an online version of The Macallan Boutique by Le Clos, the long-time partners have been able to deliver outstanding sales results during this challenging time

Inspired by the significance of the color red throughout the history of The Macallan, The Red Collection features a selection of ongoing aged expressions and occasional high aged limited releases. At the core of The Red Collection: The Macallan 40 YO, The Macallan 50 YO & The Macallan 60 YO, which are the oldest ongoing expressions ever offered by The Macallan.

For the launch of The Red Collection, The Macallan has collaborated with celebrated Spanish painter 2

and illustrator, Javi Aznarez, to create a remarkable animated film. Each expression in The Red Collection is encased in an oak presentation box created from the same sustainable European oak used to craft The Macallan's oak casks. The boxes are beautifully upholstered with sustainably sourced soft red leather from Scottish supplier Bridge of Weir Leather.

The exclusive launch is the latest chapter in the long-standing, award-winning partnership between The Macallan and Le Clos and consumers around the world can view the Red Collection and The Macallan portfolio at the above link.