

FOOD AND BEVERAGE

The Macallan Color Collection pops up at LAX

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The activation opened in May, and will remain live through November 2024. Image courtesy of The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker **The Macallan** is bringing its high-end single malts stateside.

Crafted in collaboration with luxury travel retailer DFS Group, the distiller's travel retail exclusive Color Collection lands at the Los Angeles International Airport with a fittingly vibrant pop-up. The activation aligns with packaging generated for The Macallan's product launch, both showcasing designs by American artist David Carson; it will remain open through November 2024.

"The show-stopping pop-up at Los Angeles International Airport effectively captures the essence of The Macallan Color Collection and is one of our most ambitious yet in terms of digital engagement and design," said Jeremy Speirs, regional managing director of global travel retail at **Edrington**, in a statement.

"With a strong focus on storytelling and interactivity, the space sends a clear signal of our commitment to elevate the shopping experience in travel retail and adds another dimension to the retail offer at one of North America's busiest airports."

Flying high

Following its release in September 2023, The Macallan Color Collection has embarked on a global tour, hitting London, Dubai, Shanghai, and the Changi Airport in Singapore thus far ([see story](#)).

Los Angeles is the final stop on the road trip. The pop-up is now situated in the Tom Bradley International Terminal.

"DFS is delighted to showcase The Macallan Color Collection pop-up in North America's leading airport," said Daniel Licari, senior director for spirits, wine, tobacco and food at DFS Group, in a statement.

"The first pop-up of this scale for DFS with our trusted partner Edrington showcases The Macallan's latest experience and assortment, bringing together the new Color Collection with The Macallan's exceptional fine and rare collection," Mr. Licari said.

"We are extremely proud and wish to extend our gratitude to the teams that have been involved in bringing this to life."



The boutique opened in May 2024. Image courtesy of The Macallan

The boutique is designed to resemble artwork created by The Macallan's collaborator. Inside, guests will find a sensory experience complete with digital touchpoints, including a nosing tray, a profiling tool called "Discover Your Expression" and a customizable gifting service.

An exclusive, numbered giclee art print of a collage by Mr. Carson comes with purchases of the Color Collection 21 Years Old and 30 Years Old beverages; each piece is also autographed by the artist.

"At Los Angeles International Airport, we are always looking for ways to enhance our guests' journey and provide them with more exciting shopping options," said Dave Jones, deputy executive director for commercial development at Los Angeles World Airports, in a statement.

"This pop-up is a great example of how we can bring innovative and exciting concepts to our terminals and create memorable moments for our guests," Mr. Jones said. "We invite travelers to visit DFS at Tom Bradley International Terminal and discover The Macallan Color Collection."