

Chivas XV joins Balmain for an exclusive limited-edition luxury bottle drop

Fashion house, Balmain, blends Parisian couture with Chivas' opulent aesthetic for a modern reimagining of Scotch



This fall, two legendary houses, Chivas and Balmain, join forces to drop an exclusive, limited-edition Balmain x Chivas XV collection. Bringing a Parisian savoir-faire to Chivas' 15 year old blended Scotch, the collaboration takes the form of two luxury limited-edition bottle designs, developed by Chivas in partnership with Balmain Creative Director, Olivier Rousteing.

A partnership built on the authentic fusion of heritage, boldness and innovation, the Balmain x Chivas XV collection embraces the shared vision of two pioneering houses – Balmain's daring outlook on fashion alongside Chivas' disruptive approach to Scotch. Just as Chivas XV brings a contemporary twist to Scotch by selectively finishing its aged whisky in Cognac casks, the Balmain x Chivas XV collaboration brings a modern twist to Scotch by blending the spirit of luxury French fashion with an icon of luxury Scotch whisky.

The collection features bold designs from Balmain and Chivas that embody the iconic codes and legendary success associated with each house. The first drop, consisting of only 200 individually numbered gold 1litre bottles, is adorned with metallic armour and chains in a nod to Balmain's signature runway pieces. It will be available exclusively at Selfridges from 11th October at an RRP of £160. The second drop brings to life Balmain's recognisable silhouette through a symmetrical design of chains and belts directly inspired by the house's recent collections, and 2,000 70cl bottles will be available from selected Prestige retailers from 22nd November, RRP £60.

Olivier Rousteing, Balmain Creative Director, explains: "Just like Balmain, Chivas has always adhered to the highest standards with neither house being afraid to push boundaries and break with outdated conventions. Those already familiar with the Balmain universe will note that this unique collaboration includes a signature motif of the house – the oversized golden chain. Whenever I've included that eye-catching adornment in my collections, it has served as a bold symbol of the defiant spirit of our rebellious and inclusive Balmain Army – a bold and audacious attitude that both Chivas and Balmain celebrate."

Leanne Banks, Pernod Ricard UK Marketing Director, comments: “We’re excited to launch the limited-edition Balmain x Chivas XV collection here in the UK as both brands are redefining what it means to be a luxury brand within their industries. Just as Balmain has evolved its vision and broken down fashion boundaries with a younger generation, Chivas is redefining what Scotch Whisky means to a new status-conscious generation of drinkers. The collaboration with Balmain marks the start of an exciting year for Chivas as it undergoes the biggest transformation in its history, and comes as the brand is growing +22% in value¹.”

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Notes to Editors

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob’s Creek, Lamb’s, Ballantine’s, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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About Chivas XV

From the premium range of the original luxury blended Scotch whiskies Chivas, in making Chivas XV our master blender expertly brings together the best 15-year-old whiskies, some of which are finished in Cognac casks. Chivas XV challenges conventions, encouraging Scotch whisky fans to enjoy their favorite spirit in a whole new way and elevate their night into an extraordinary-shared celebration.

About Balmain

More than 75 years ago, when Pierre Balmain first introduced his “New French Style,” it immediately became clear to all that his house was offering a distinctly fresh, bold and feminine conception of couture, one which broke with many of the well-established conventions of the era. His audaciousness paid off. Pierre Balmain became one of the handful of young French talents who ushered in the midcentury’s golden age of haute couture and helped to re-establish post-war Paris as the world’s fashion capital. For more than ten years, Balmain’s Creative Director, Olivier Rousteing, has been inventively building upon Pierre Balmain’s extraordinary legacy, while always remaining true to his own determination to design clothes that reflect the way his inclusive, powerful and global Balmain Army wishes to live today. The result is a unique and recognizable Balmain silhouette, style and attitude that highlights the singular craftsmanship of the house’s celebrated ateliers, while consistently referencing a rich Parisian heritage. www.balmain.com

¹ Nielsen, Total Off-Trade value, MAT to 19.06.21