

Chivas Regal unveils a limited-edition gold caged XV bottle designed by cult Grillz artist Dolly Cohen

Renowned mouth jewellery designer, Cohen unveils a 14 karat gold bottle cage (worth £18,000) – a unique sculptural masterpiece that will be on display exclusively at Selfridges, London.



17th February 2025: Chivas Regal, the original luxury blended Scotch whisky, taps up Dolly Cohen, the Grillz artist shaking up the traditional codes of jewellery, to create a new vision of the Chivas Regal bottle. This sculptural masterpiece is the inspiration for a special edition caged bottle, with 200 available to buy for a limited time exclusively via Selfridges.

Chivas Regal continues to champion the next generation of whisky drinkers who create their own paths to success – inviting like-minded creatives into the Chivas Regal world to collaborate and inspire. Paris based Dolly Cohen is the jeweller credited for changing the Grillz game, moving it beyond the realms of the ultra-masculine and democratising the space ; She is responsible for crafting the looks of artists from A\$AP Rocky and Rihanna, to Beyoncé and Madonna. Cohen now steps into the Chivas Regal world to create a special edition metal cage design for Chivas Regal XV, blending inspiration from the expression's gold and bold aesthetic with her own organic approach to jewellery making.

Speaking about the collaboration with Chivas Regal, **Dolly Cohen says:** "I was thrilled to push the boundaries of my craft for this collaboration with Chivas Regal. Transitioning from intricate jewellery to a sculptural masterpiece was an exciting and transformative challenge. I had to completely rethink my technique, approaching the project as a sculptor by shaping, refining, and experimenting with designs until I achieved the perfect balance. Working with gold in this way allowed me to bring my

organic, meticulous approach to a larger scale, creating something that truly merges my artistry with the bold elegance of Chivas Regal. The result is a piece I am incredibly proud of."

London-born and raised singer and rapper Bree Runway has been brought on board as the muse for the collaboration, as she brings to life Chivas Regal's 'I Rise, We Rise' message underpinning Cohen's work with Chivas Regal. The message speaks to collective success, tenacious spirit and taking a moment to appreciate where you've got to in your journey – all values that have been integral to both Cohen and Bree Runway's paths to success – two groundbreaking creatives who live by this shared ethos.

Bree Runway says: "This felt like such a fun and authentic project to be part of; not only because I'm obsessed with Dolly Cohen's legacy and her incredible designs, but because of how much the Chivas Regal ethos resonates with my own. As an artist I've never wanted to take the easy route, so I love the opportunity to celebrate other creatives and brands out there doing their own thing."

Alison Perrottet, Brand Director for Chivas Regal UK, comments: "In a world driven by established ways to the top, Chivas Regal inspires unapologetic success to forge new paths by being a symbol of the new power because it believes the world is a better place when we break through and inspire others. Dolly Cohen's art has global reach with A-List celebrities and we are delighted to be displaying this one-of-a-kind item to fans in the UK."

The special edition caged Chivas Regal XV inspired by Dolly Cohen's masterpiece will be available to purchase exclusively at Selfridges' London flagship and online, for a limited time, from 17th February 2025.

-ENDS-

About Chivas Regal

Chivas Regal is the original luxury blended Scotch whisky. Launched in 1909, Chivas has been integral to the growth of the Scotch whisky category worldwide – with a retail sales value today of over €2.07bn

Chivas Regal believes in celebrating the next generation of whisky drinkers who elevate themselves and those around them to forge new paths to success - which is why Chivas Regal's ethos is 'I Rise, We Rise', a nod to the importance of hard work, community and ripping up the rule book. These values were instilled by founding brothers James and John Chivas who pioneered the art of whisky blending in 19th century Scotland and became pillars of the community due to their tireless work ethic, hustle, and drive. Chivas Regal continues this vision of collective success through its long-standing association with global sports culture, having enjoyed partnerships with Premier League football clubs for many years, and now in its latest move as 'Team Partner' of the Scuderia Ferrari HP Formula 1 team in a new global partnership.

Chivas Regal blends its spiritual home in Speyside, Scotland, with more than 100 countries across the globe, who together have made Chivas the global success it is today. The Chivas Regal range blends timeless classics with modern innovation and includes: Chivas 12, Chivas Extra, Chivas XV, Chivas Mizunara, Chivas 18, Chivas Ultis XX, Chivas 25, and Chivas Regal The Icon Chivas.

I Rise, We Rise.

www.Chivas.com

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. 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's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.