

The Macallan from Scotland Leverages Hong Kong's international hub status in its global branding strategy (with photos)

Invest Hong Kong (InvestHK) announced that The Macallan from Scotland yesterday (June 3) officially opened its new premium flagship retail concept store, The Macallan House, in the city's Central district as a long-term investment, recognising Hong Kong as an ultimate luxury destination in Asia.

The Director-General of Investment Promotion, Ms Alpha Lau, said "We are excited to see that The Macallan, a renowned global whisky brand, is coming to Hong Kong with such a marvelous shop. It is a huge investment that shows the company's confidence in Hong Kong's global status, and adds a premium choice for local whisky lovers and tourists from around the globe. I believe this will prove to be a good choice for The Macallan that will pay off in good business growth in future."

Located on Stanley Street, The Macallan House Hong Kong occupies 6 000 square feet of retail space across three floors, with five distinctive areas, including an exclusive retail space, a dining and exhibition area, a private engagement and entertainment lounge, a high-end bar and a showroom. The store blends nature and culture, offering guests an exceptional experience within an exclusive ambience of sight, scent, touch, taste, and sound for people to discover whisky expressions.

The flagship store is the first of a series of 22 new openings scheduled through 2024 across the globe, according to the Managing Director of North Asia of Edrington, Mr Jaime Martin. He said, "It is the start of our ambitious retail plan for the brand to showcase our craftsmanship and creativity across the globe."

Mr Martin continued, "Hong Kong is the ultimate luxury destination for a lot of people across China, Asia, and the world. This is a long-term investment for the brand, and it comes with historical roots; Hong Kong is the first city where we introduced The Macallan to Asia many years ago."

Creative Director at The Macallan, Mr Jaume Ferras, said "The Macallan House is unlike anything we have unveiled before – a unique place which captures our unwavering commitment to uncompromised excellence, and brings to life the innovation, creativity and connection to nature which have been at the heart of The Macallan for nearly 200 years."

Head of Retail at The Macallan, Ms Coral Gill, shared, "From the moment visitors step foot into The Macallan House, they will find themselves transported to the brand's home in Speyside, Scotland. The retail environment

offers visitors an immersive, engaging experience to appreciate the incomparable offerings of The Macallan."

The Macallan House at 1 Stanley Street, Central, opened for business on May 11, 2024.

