

## Designer Giles Deacon creates bespoke Whisky stones for Heathrow

Wednesday 20 April, 2016

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- Limited edition whisky stones available exclusively from Heathrow
- Whisky Experience kicks off at Heathrow on 27 April, with over 335 whiskies available to try
- Whisky is the highest selling beverage with nearly 1.1 million bottles of whisky sold at Heathrow each year
- Scotch whisky accounts for a quarter of UK food and drink exports, generating £4 billion for the economy.

Heathrow, the UK's hub airport has today announced a collaboration with top fashion designer Giles Deacon, ahead of its month-long Whisky Experience, which launches on the 27th April. The internationally-renowned designer has designed a set of top-of-the-range, bespoke whisky stones, complete with a custom pouch, which will be offered as an exclusive gift with purchase to customers spending £70 or more on whisky at Heathrow.

The whisky stones have been handcrafted using soapstone and are intended as a substitute to ice cubes because of their cooling properties and ability to retain this temperature without compromising the flavour of the drink. Designed by Giles, the stones come in an accompanying pouch which features a paisley print set against a yellow background. The stones themselves also incorporate a subtle element of the pouch design. As well as being available at the airport there will be a limited number available via Heathrow's Facebook page.

With nearly 1.1 million bottles of whisky sold at Heathrow each year, passengers travelling to the US, India and China are the most likely to pick up a bottle of the spirit when travelling through the airport. Whisky is also a key export for the UK, with Scotch whisky accounting for a quarter of UK food and drink exports, generating £4 billion for the economy.

The Whisky Experience takes place annually at Heathrow and is designed to give passengers the opportunity to taste and learn more about the popular spirit. From travel exclusives by renowned distillers to premium single malt whiskies, there are over 335 different whiskies on sale at Heathrow and a number of experts will be on hand during May to introduce people to the range. As one of the biggest names in the fashion industry, Central Saint Martins graduate Giles Deacon made his name designing for luxury brands including Bottega Veneta and the Gucci Group. He presented his first collection in 2004, which catapulted him into the pages of fashion pages including Vogue, W, Harper's Bazaar and i-D. His line was subsequently picked up by some of the most prestigious retailers in the world, including Selfridges and Harvey Nichols. It wasn't long before the awards and celebrity fans started to roll in, with Giles now regularly dressing global superstars such as Drew Barrymore, Kate Moss, Gwyneth Paltrow and Cate Blanchett. Commenting on the collaboration, Giles said: "I'm a huge fan of whisky and particularly enjoy sipping on Japanese blends whenever I travel, so what better way to keep my drink cool than to add a couple of hand crafted whisky stones to my tumbler. The inspiration for my design came from a print inspired by the Victorian textile designer and writer William Morris. I love the idea that passengers can take a little inspiration from British history with them on their travels from Britain's most iconic airport."

Jonathan Coen, Retail Director at Heathrow, said: "Whisky has become increasingly popular in recent years. Whether you're a fan of the classic whisky advertisements of the sixties or simply love an Old Fashioned cocktail from time to time, we're proud to stock a diverse range of whisky across our terminals. From Scotch, bourbon or single malt varieties, there's something for everyone, and for anyone struggling to make up their minds, our expert tasters will be on hand to offer passengers advice on how best to enjoy this iconic British drink."

"We're thrilled to be collaborating with Giles Deacon to give passengers something extra special to enjoy long after their journey with us."

Top ten best-selling whiskies at Heathrow:

1. Johnnie Walker
2. Glenlivet
3. Balvenie
4. Chivas Regal
5. Glenmorangie

6. Lagavulin
7. Aberlour
8. Jack Daniels
9. Talisker
10. Jameson

#### About Heathrow

Heathrow is the UK's hub airport, home to more than 80 airlines connecting to more than 180 destinations. Every year Heathrow welcomes over 70 million passengers with a commitment to 'making every journey better'. Following an investment of more than £11 billion over the past 10 years, passengers have voted Heathrow the 'Best Airport in Western Europe' two years in a row, 'Best Airport Terminal' for Terminal 5 five years in a row and 'Best Airport for Shopping' seven years in a row.

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