

DESIGNING DESIRE

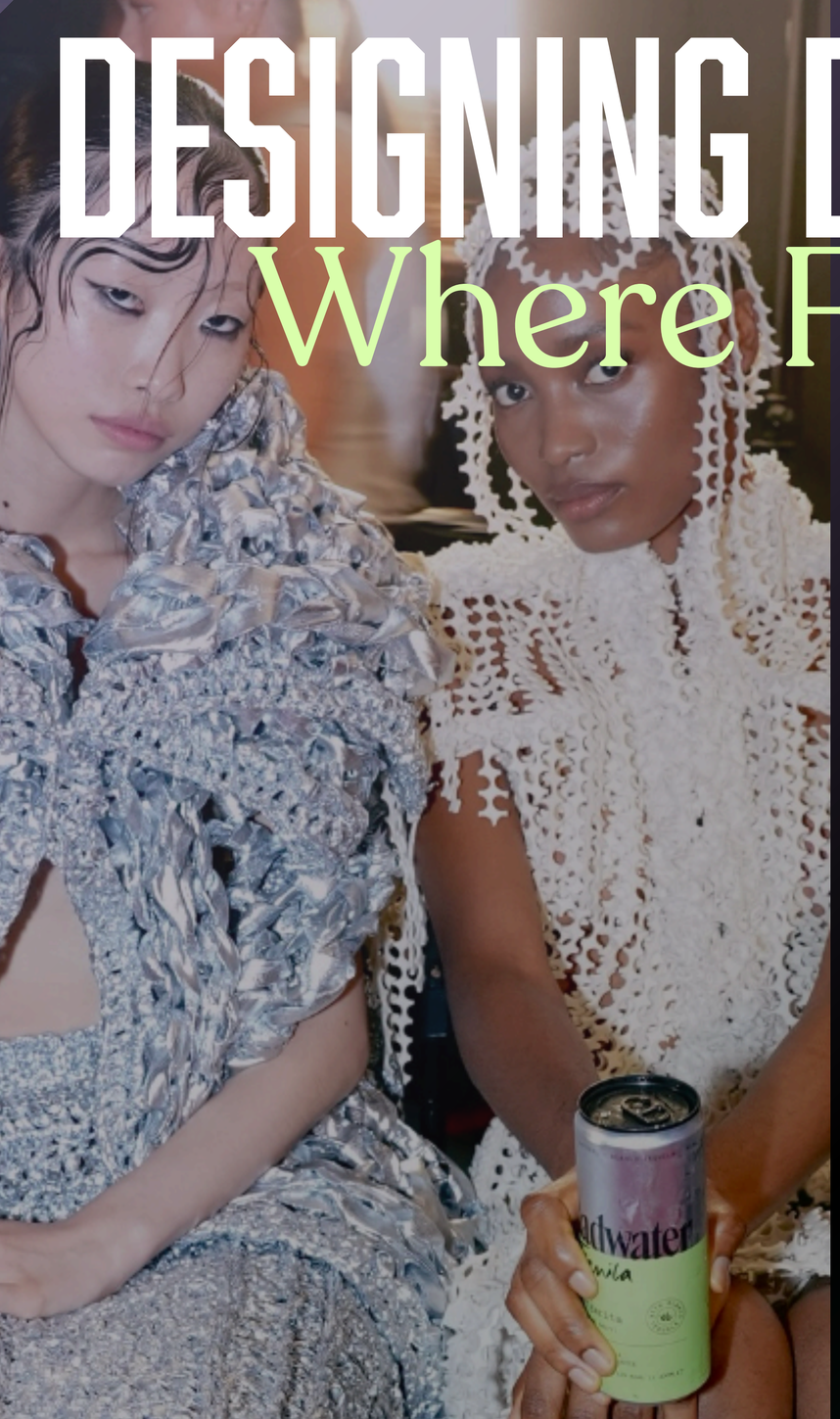
Where Fashion Meets Spirits

How drinks brands are embedding in fashion, culture & lifestyle

SWEET CHILLI

DESIGNING DESIRE

Where Fashion Meets Spirits



Alcohol is moving beyond occasions into cultural positioning

In 2026, drinks brands will increasingly operate like fashion houses: building cultural capital through aesthetics, partnerships and experiences that resonate far beyond the glass.

WHAT WE'RE Seeing now

COLLABS AS CONTENT ENGINES

Partnerships now double as cultural storytelling and social-first media, not just limited editions.

PREMIUM AS EXPERIENCE

Luxury is measured through rituals, design and emotion, rather than liquid alone.

BLENDED JOURNEYS

Low/no serves and digital touchpoints ensure everyone can join the experience from glass to checkout.



COLLAB CULTURE Is Content

Fashion, art, and music collaborations have become the fastest way for alcohol brands to gain cultural relevance.

Why it matters:

Audiences, especially Gen Z and younger millennials, see brands as lifestyle markers, not just products.

Partnerships with designers, stylists and cultural tastemakers generate earned media, social buzz and legitimacy that traditional ads can’t match.



JOHNNIE WALKER × LAW ROACH

Stylist Law Roach designed a capsule Harrods Vault activation during London Fashion Week.

Blending fashion rituals with cocktail storytelling proves **spirits can behave like fashion houses** by embedding in the runway calendar.

1664 BLANC × BRITISH FASHION COUNCIL

The Beer brand 1664 Blanc returns for the second year as **Principal Partner of London Fashion Week** presenting the nationwide "At Home With" talks series to champion emerging designers and extend LFW into city-wide culture.





BADWATER TEQUILA × MAXIMILIAN RAYNOR

Badwater embedded itself on fashion's stage via collaborations with **Maximilian Raynor** (backstage serving at his debut show), as well as partnerships / activations with **Dover Street Market**, LN-CC (concept store in East London), and Skepta's clothing brand "Mains".

PREMIUM
As experience

Premium is no longer defined by liquid quality alone, it's delivered through rituals, design, and emotional storytelling.

Why it matters:

Consumers are still willing to trade up, but only when the experience feels meaningful and differentiated. Premium cues now come from crafted rituals, couture packaging, and immersive environments as much as from the product itself.
Positioning drinks as part of a broader luxury ecosystem elevates brand perception and drives desirability.



HENNESSY PARADIS × LOEWE

Luxury leather “nest” decanter and accessories handcrafted by LOEWE reframed cognac as a couture collectible and service ritual.





GLENMORANGIE × AZUMA MAKOTO

A 23-year whisky co-created with the botanical artist, unveiled via gallery-style installations - turning tasting into an art experience.

CHAMPAGNE TELMONT – ULTRA-LIGHT 800G BOTTLE

People are increasingly shopping their values, paying more for brands that reflect their ethics. This DiCaprio-backed maison makes sustainability part of the premium experience, with bottle design and eco-impact driving a 4% CO_2 reduction per bottle.





BLENDED Journeys

Inclusivity and digital-first design are redefining how consumers engage with drinks brands.

Why it matters:

Low and no-alcohol serves must feel as premium and desirable as their full-strength counterparts, ensuring every guest is part of the experience.
Phygital activations - from NFC bottles to QR-driven drops - blur the line between serve, story and sale.
Designing journeys that move seamlessly from glass to social to checkout unlocks both cultural relevance and commercial return.

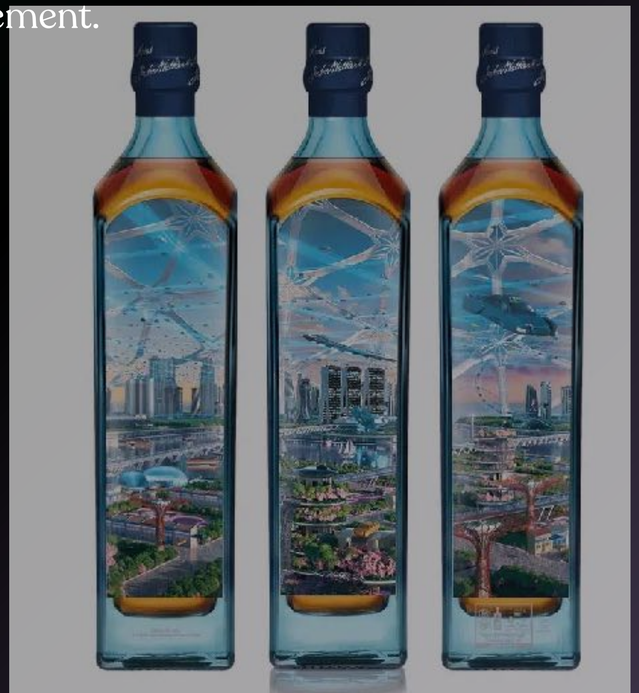


ABSOLUT × TOMORROWLAND

In 2025, Absolut partnered with Tomorrowland to launch glow-frosted, 360° decorated bottles and the “United We Dance” inclusivity platform. The campaign blended festival packaging, digital storytelling, and retail activations, positioning the brand as a champion of diversity while creating a seamless phygital journey.

JOHNNIE WALKER BLUE LABEL NFC “CONNECTED BOTTLE”

Johnnie Walker Blue Label introduced NFC-enabled “connected bottles” at select airports, allowing consumers to tap the cap with a smartphone to unlock authentication and brand storytelling. The activation turned packaging into a digital gateway, blending luxury spirits with immersive phygital engagement.





POLLEN PROJECTS (SEEDLIP FOUNDER) × SELFRIDGES & TOP ON-TRADE

In 2025, Pollen Projects launched a new non-alcoholic portfolio into Selfridges and top on-trade venues, positioning no/low serves as equally premium through stylish branding, curated flavours, and high-profile retail presence.

MACRO Drivers

GEN Z CULTURE CODES

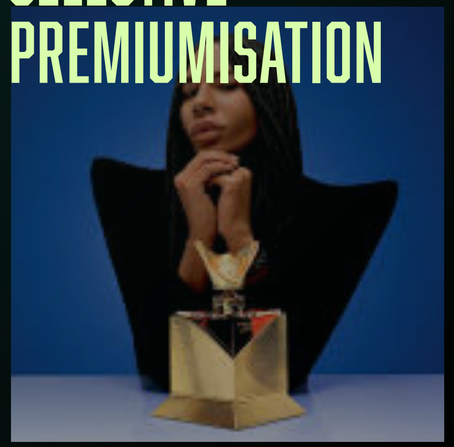


- Drinking less but demanding cultural relevance and design-led experiences.
- Expect collabs as standard, not novelty.
- Serve must be as “feed-worthy” as it is tasty.

“Gen Z wants alcohol brands to behave like fashion labels, prioritising collabs, design and cultural belonging over volume.”

Vogue Business, Sept 2025

SELECTIVE PREMIUMISATION



- Consumers still trade up where value feels meaningful.
- Premium now = ritual, design, and story, not just liquid.
- Emotional + cultural value drive spend.

“Premiumisation remains resilient, but it’s selective - experiences and story now matter as much as liquid quality.”

- IWSR, Aug 2025

COLLAB ECONOMY

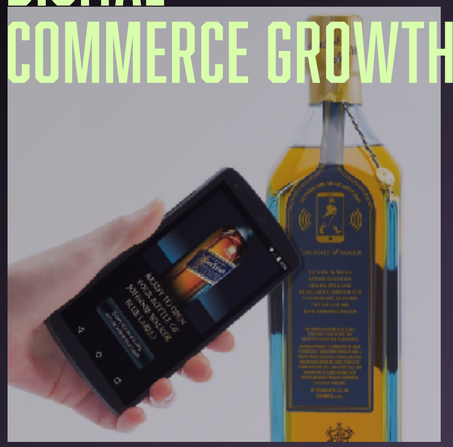


- Fashion, music, and art are blurring with drinks.
- Collabs deliver PR, legitimacy, and hype cycles.
- Drop culture sets the cadence for launches.

“Alcohol brands increasingly partner with fashion houses as collaborations become key PR and cultural access points.”

- The Drinks Business, Jul 2025

DIGITAL COMMERCE GROWTH



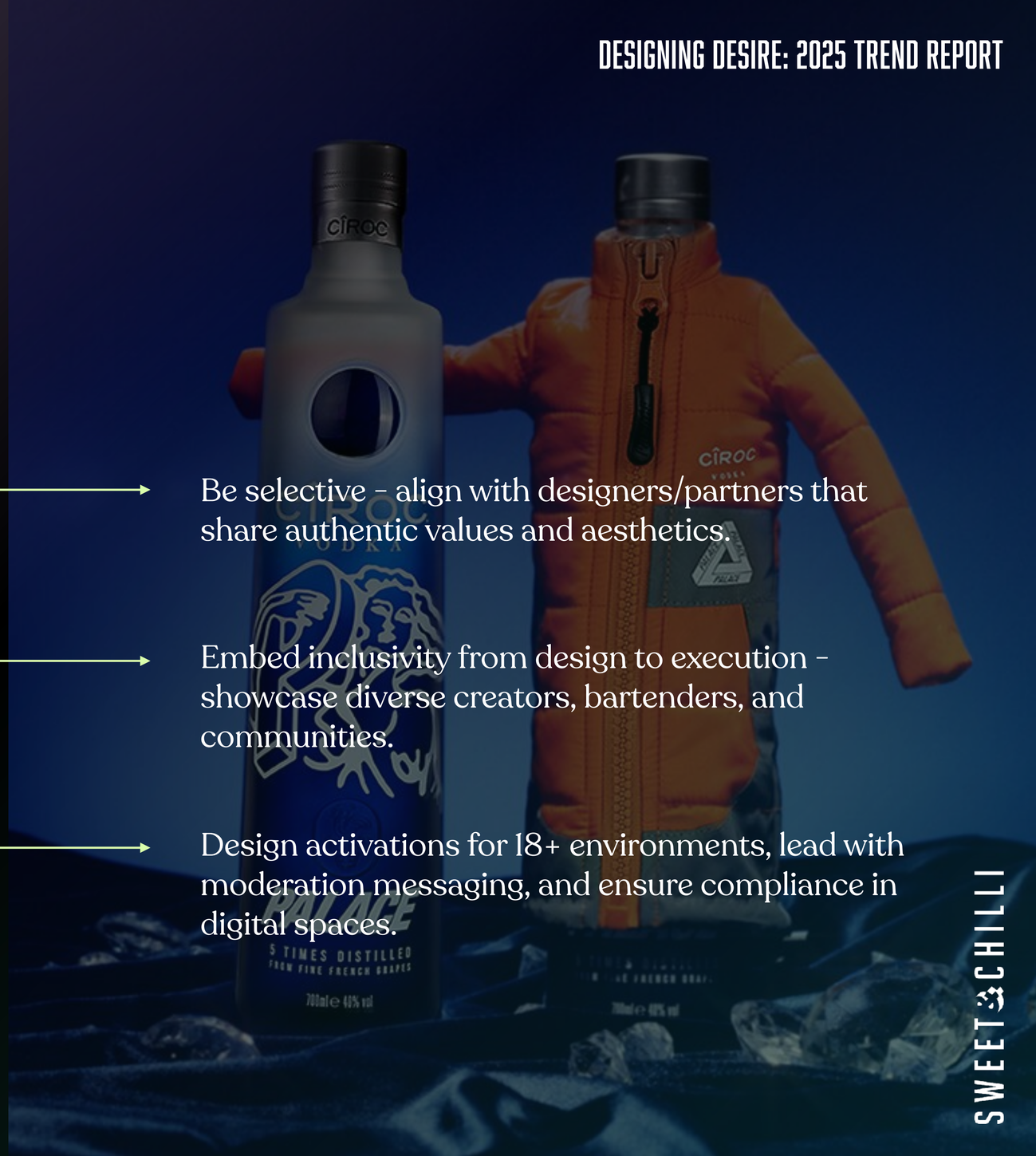
- Alcohol e-comm projected to surpass $36B by 2028.
- Phygital activations link experiences to purchase.
- From serve → social → sale is now seamless.

“The global beverage alcohol e-commerce market is forecast to grow beyond $36B by 2028, reshaping discovery and purchase.”

- IWSR, Jun 2025

Emerging opportunities come with challenges - here's how to navigate them responsibly.

Over-collab fatigue.	Too many fashion tie-ins risk cheapening brand equity.	Be selective - align with designers/partners that share authentic values and aesthetics.
Performative inclusivity	Audiences punish tokenistic or superficial diversity messaging.	Embed inclusivity from design to execution - showcase diverse creators, bartenders, and communities.
Regulation & responsibility	Alcohol + fashion/lifestyle tie-ins can risk targeting underage or inappropriate audiences.	Design activations for 18+ environments, lead with moderation messaging, and ensure compliance in digital spaces.

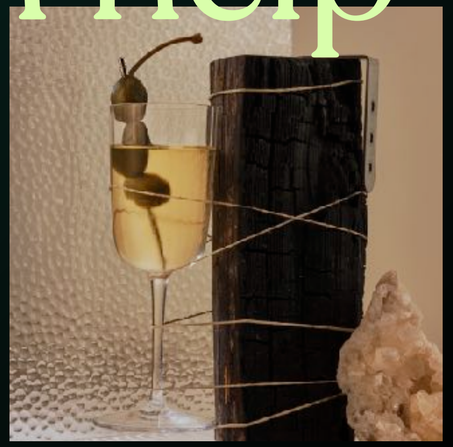


SWEET & CHILLI Can help



COLLAB STUDIO

We scout, broker, and creatively direct partnerships with designers, stylists, and cultural tastemakers.
We ensures collaborations are authentic, aligned with brand values, and designed for maximum cultural impact.



CAPSULE SERVE LAB

Our team develops couture cocktails, serve rituals, and design-led vessels inspired by fashion and culture.
Translates abstract style codes into tangible, shareable drinking experiences.



DROP OPS

We design and deliver limited-edition launches that live both in the real world and online.
From immersive pop-up bars and in-store takeovers to timed digital drops, we create moments that feel collectible and unforgettable.



FASHION WEEK OPS

From backstage lounges to after-show parties, we deliver full-service event design and production.
Creates environments where drinks brands can live naturally within the fashion calendar.



LET'S CO-CREATE CULTURE, not just cocktails.

Sweet & Chilli:
Your partner in shaping 2026's cultural landscape.

THANK YOU

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