

Diageo creates Diageo Luxury Group to unite global luxury spirits

18 November 2024 | News

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The Diageo Luxury Group is a new global division which unites Diageo's luxury assets into one portfolio including key luxury brands Brora and Port Ellen, iconic Scottish brand homes including Johnnie Walker Princes Street and luxury wine business Justerini & Brooks.

The new division will be responsible for charting luxury strategy and accelerating the growth of brands that retail at \$100 and above, in partnership with their respective brand stewards globally. This is the fastest growing price tier in international spirits since 2020¹, underpinned by long-term consumer trends, like a growing interest from young and diverse consumers² and the growing desire for intangible experiences in luxury³.

Led by Julie Bramham, former Global Brand Director of Johnnie Walker, who is also responsible for shaping and delivering the marketing transformation agenda at Diageo, existing colleagues within marketing, sales and commercial teams have been aligned under new strategy and leadership, as the Diageo Luxury Group aims to become the number one luxury spirits company in the world⁴.

The Diageo Luxury Group will focus on key influential cities around the world, Global Travel and the market of Great Britain, the home of Scotch Whisky. The news comes as Diageo Great Britain simultaneously launches the Diageo Luxury Company (DLC), a division within the home market. Operating within a broader price point of £30+, the DLC will focus on locally

relevant luxury brand building and memorable consumer experiences, working with brands including Don Julio, Johnnie Walker, and C  roc.