

THE ART OF PACKAGING



PATRÓN
john varvatos
Limited Edition
jv



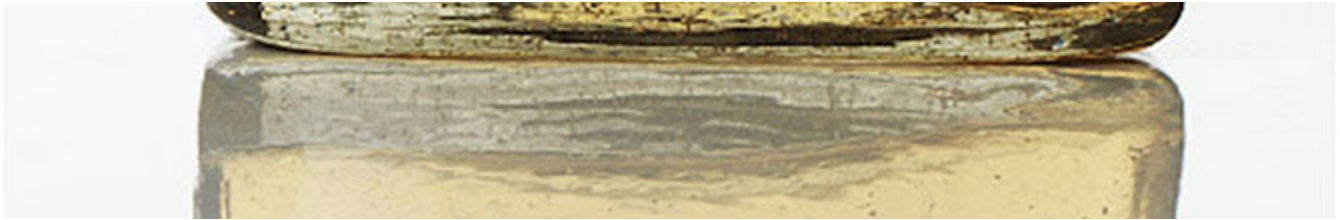
John Varvatos Patron Tequila

Branding and design agency [Mode Design Group \(MDG\)](#) has teamed up with award-winning designer [John Varvatos](#) and powerhouse tequila brand [Patrón](#) to create a custom, limited edition John Varvatos for Patrón Añejo Guitar Bottle Stopper. Varvatos came up with the guitar design, and MDG facilitated the collaboration between the brands, helping to realize the branding, logo and package design. The Patrón Añejo bottle comes in a customized box, created to fit the guitar-shaped stopper, and embodies the rock n' roll vibe that John Varvatos is known for. This will be Patrón's first-ever designer collaboration.

"This guitar stopper is a perfect blend of the two brands. John Varvatos put his trademark rock n' roll edge on the iconic Patrón bottle. It's an exciting blend of fashion, music and spirits, and with the custom box to complete the package, it really makes a perfect gift". Says MDG Creative Director Gabrielle Rein. "As a fan of Patrón tequila for many years, I thought we'd lend a little rock 'n' roll attitude to the brand" says Varvatos.







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