

# YOUNG CANNES LIONS

## 2023

TEAM 'ÉJFEKETE'

**1942 IS THE YEAR DON JULIO GONZÁLEZ BEGAN HIS JOURNEY  
TO CREATE THE WORLD'S MOST LUXURIOUS TEQUILA.**

**Don Julio**



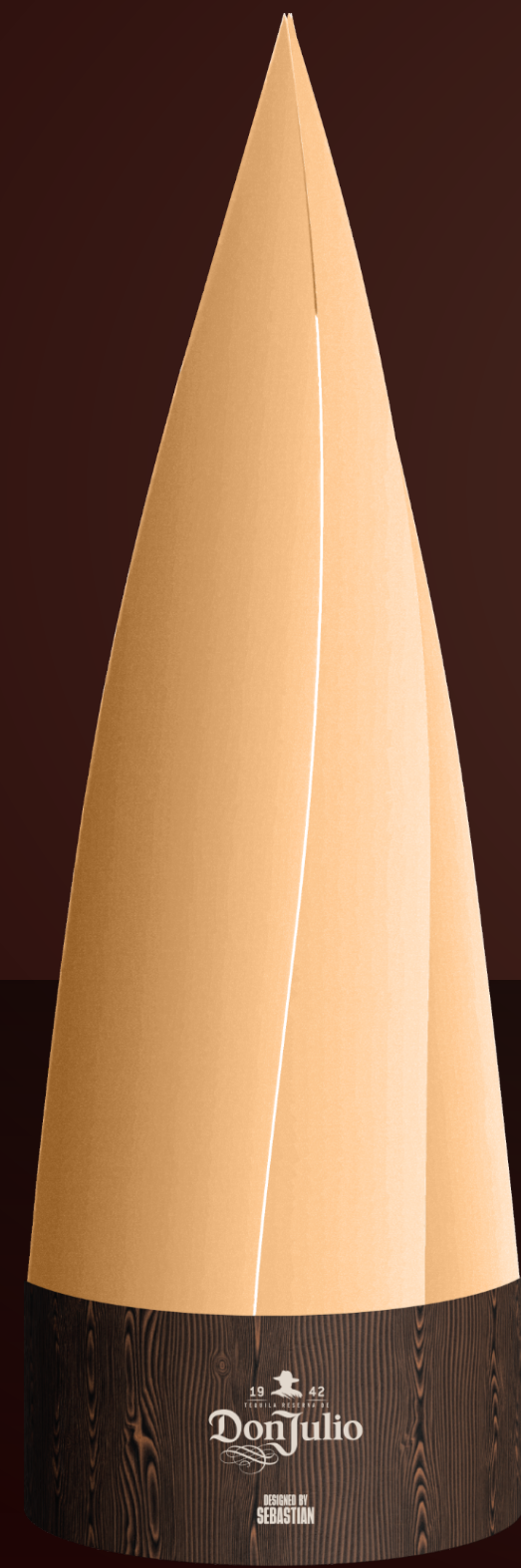
AND HOW DID THIS UNIQUE JOURNEY BEGIN?  
ONE THING FOR SURE: **WITH AN AGAVE PLANT.**

MATURE PLANTS ARE  
HARVESTED BY REMOVING  
THE LEAVES TO REVEAL THE  
**PIÑA, THE HEART OF THE  
AGAVE.**



With the new exclusive packaging, we invite you to experience that feeling, with the push of a button. The feeling Don Julio felt when he started making his first tequila: **the joy of anticipation and excitement.**

LET'S INTRODUCE YOU THE UNIQUE PACKAGE DESIGN FOR DON JULIO 1942:  
THE SMOOTH OPENING MOTION SYMBOLISES THE HARVESTER REACHING THE HEART OF AGAVE.



DESIGNED BY  
**SEBASTIAN**

To enhance its exclusivity we collaborate with **Sebastian**, a famous Mexican sculptor, who is renowned for his expertise in metalworking and his unique visualisation of shapes.

The structure of the package is made of wood and stainless steel. Wood refers to the cork of the iconic glass, while the beautifully crafted metal adds a premium feel.

This way the packaging is not only functional and convenient, it is also **a piece of art.**

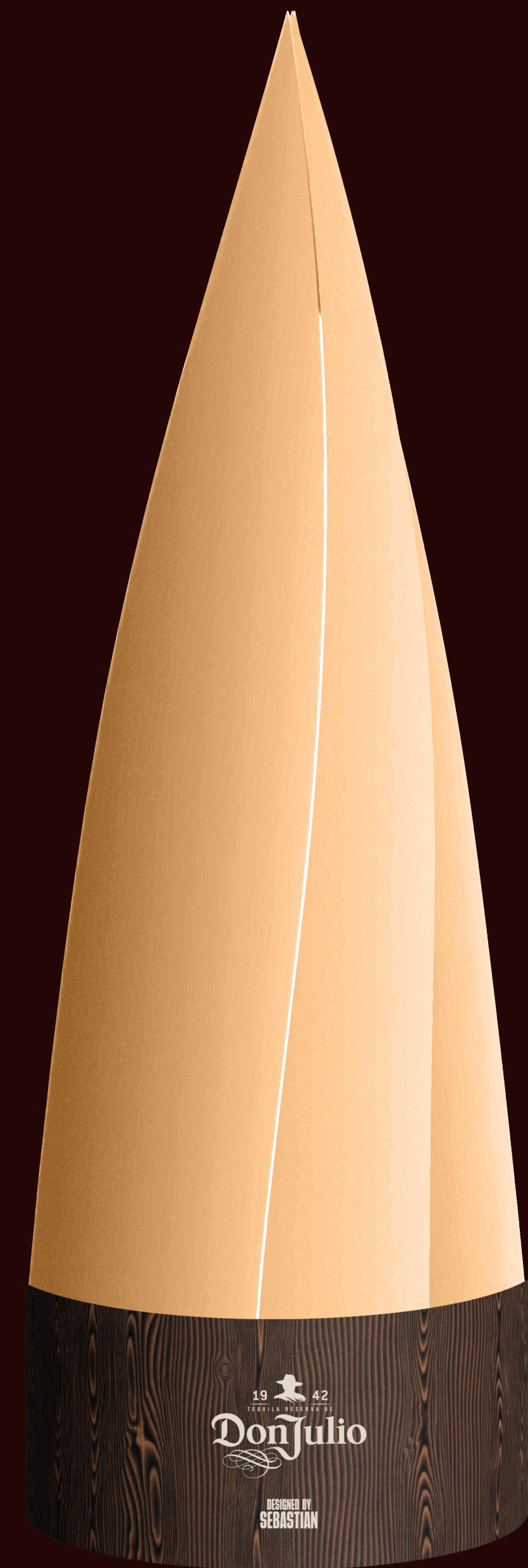


To set things in motion, all you have to do is press a button, which comes along with the package. It may look familiar to brand enthusiasts.

**PRESS WHENEVER YOU FEEL YOU  
ARE READY TO START YOUR OWN  
JOURNEY.**



IN ITS UNBOXED STATE, THE PACKAGING  
REFERS TO THE BRAND'S DISTINCTIVE VISUAL  
ELEMENT, THE **TRIANGLE**.







AFTER THE SATISFYING OPENING  
MOTION, AT THE HEART OF THE  
**AGAVE SHAPED STRUCTURE THE**  
ICONIC DON JULIO 1942  
IS REVEALED.

# YOUR NEW EXTRAVAGANT DESIGNER PIECE

And no disposable packaging  
to worry about.

