



**SPIRIT**  
*your*  
**LUXURY**

# Concept



In 1942 the 17-year-old Don Julio González had a strong vision and saw an opportunity in tequila production. All he had was passion so strong that he was able to create the world's first luxury tequila. Luxury was born from the passion in Mexico. We want to reflect all this on our monumental and luxurious packaging.

# How?

How can we create packaging which reflects the passion the luxury and Don Julio's nationality?

# The final product



# Mexican spirit animals



Alebrijes are colorful Mexican folk art sculptures of fantastical creatures who can carry symbolic significance. Everyone has a spirit animal from the moment of birth, and it depends on the day and year of birth. Those who have the dragon are passionate people. We want to emphasise the dragon on our packaging since this luxurious tequila was born from the passion Don Julio's had.

# The 1940's and Today

In the 1940s, artist Pedro Linares birthed the first alebrijes in Mexico City, while Don Julio's luxurious brand took shape. Our packaging seamlessly merges timeless aesthetics with the latest technological elements as AI and AR.

With your smartphone as a portal, you can extend reality and encounter your spirit animal anywhere. Furthermore, AI empowers you to access recommendations of films, music, and more tailored to your unique spirit animal.

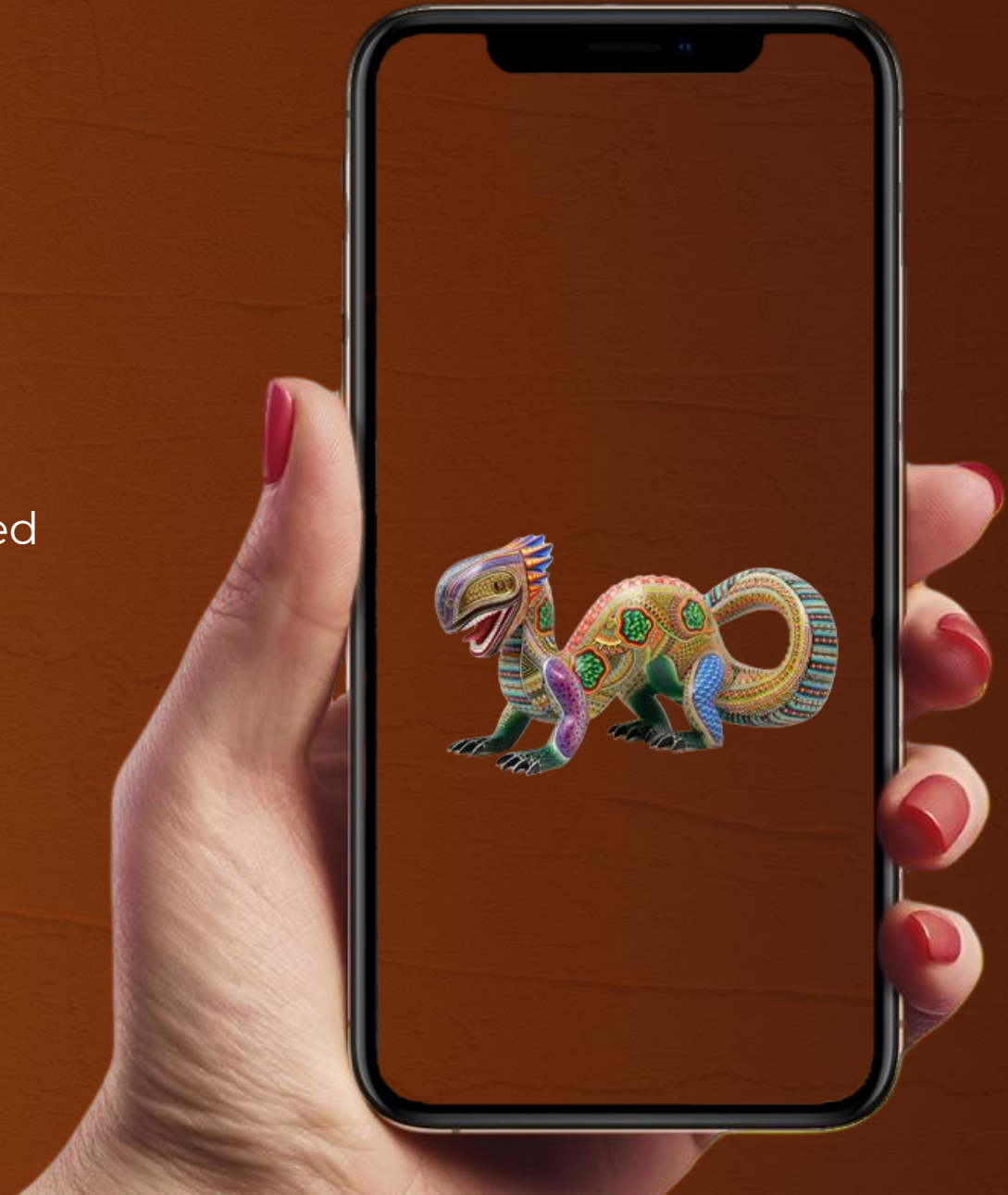
# AR + AI

Unbreak the seal to find the QR code for Ar.



# Personalized AR spirit animal

This gift package is unique with its technology and every small detail is suited for luxury.





SPiRiT  
your  
LUXURY

SPiRiT is a premium spirit made from the finest agave plants in the heart of Mexico. It is a true luxury spirit, perfect for those who appreciate the finest in life. SPiRiT is a true luxury spirit, perfect for those who appreciate the finest in life.



10  
DonJuno

SPiRiT  
your  
LUXURY



SPiRiT

ANIMAL  
SPiRiT



# Summary

Passion  
Mexican  
Global  
Luxury  
Old and new

