



THE CRAFT IRISH  
WHISKEY CO.

PRESENTS

*The*  
**DONN**  
SINGLE MALT  
IRISH WHISKEY



# THE DONN

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## INSPIRATION: THE DESIGN

A mythological creation that sees its storytelling translated and reinterpreted through an impactful design, The Donn represents the first ever retail tailored product from The Craft Irish Whiskey Co., and therefore, unlike any other design presented by the brand before, The Donn focuses on the bottle and on how a single bottle can tell its own story whilst captivating the world around it.

In Irish mythology, Donn, more than the Gaelic word for “brown”, is immensely associated to the Irish god of the dead. Derived from the Celtic word ‘dhuosnos’, meaning Dark Lord, Donn is said to dwell under the rock tunnel at Tech Duinn, where the souls of the dead gather and the Donn chooses the ones to take with him.



# THE DONN

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## INSPIRATION: THE DESIGN

With its lair, Tech Duinn associated with the formation of Bull Rock in Ireland, The Donn bottle is inspired by the geometric rock formations on the side of this island, where an inverted elevating geometry was adopted, growing larger as it elevates, as to represent the conquering of Tech Duinn and The Donn.

With its angular and fully faceted shaping, The Donn bottle was envisioned with a large, thick ice (solid glass drop) at the very bottom, elevating the whiskey and its shades onto the narrowest part of the bottle. From there, the planar surfaces reflect the whiskey colours in every direction, in a vessel that, just like Tech Duinn, must be visible from all angles, with one's attention grabbed and enchanted onto it, as the glass elevates, widens and creates the inverted lip at the very top of its shoulders, creating the basis for a vertical elevated posture, like a freestanding monument, whilst allowing a recessed gap for the user to grab the bottle with ease, in the exact balancing spot that will allow a soft and smooth pour, all designed and enclosed within the perfect combination of aesthetics, mythology, ergonomics and sensorial experience.



# THE DONN

## THE TRANSIT CASE

Premium cardboard and suede cladding set the tone to the transit case, where a dark leather strap and embedded rose gold buttons evoke the details that will be highlighted inside. The angular aperture allows for a better extraction of the experience box and The Donn inside, as a side sliding channel, slowly starting to reveal the glass, wood and obsidian details present throughout the experience.



# THE DONN

## THE EXPERIENCE BOX

The Donn symbolizes the youngest of our additions to The Craft Irish Whiskey Co. range; a gateway to the core values of the brand as of an immersive experience around this or any product that CIWC develops. No accessories are spared, no details too small.

The Donn packaging is a sensorial experience, a singular moment of introspection and appreciation, embedded onto the dark smoked oak, the strong leather, the rose gold details, and most importantly, a moment of appreciation and celebration, alongside the intricate vessel. Concise angles are used as the main focus point, drawing the attention towards the bottle, where the faceted shaping, iconic of this vessel, has inspired a similar angular and transparent window, teasing the viewer onto the natural shades of the Whiskey whilst bursting all the light refractions and shine upon the liquid that the vessel creates on its own.



# THE DONN

## THE EXPERIENCE BOX

Inside, the user can find every single component that can truly provide the perfect whiskey experience for one. Glass, pipette and stones, all safely secured onto the suede backing of the box, creating a secure display of accessories, complemented with the soft touch of leather detailing.

Amongst such interplay of accessories and details that evoke such a sensoria experience, the bottle is, once again, at the centre stage. The entirety of the glass craftsmanship is highlighted by the display, where the rose gold and obsidian details create a strong contrast against the back wall. The senses call to the touch of the materials, the observation of every single detail, the nosing, the tasting and the sound of a dram being poured, of the chilled obsidian stones touching the glass: a truly complete and intimate sensorial immersion.



# THE DONN

## THE IMMERSIVE EXPERIENCE





THE CRAFT IRISH  
WHISKEY CO.

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