



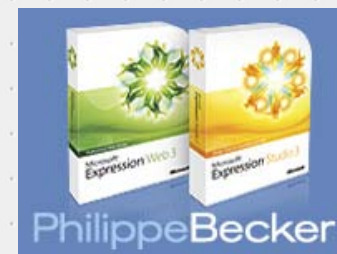
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John Varvatos for Patrón Limited Edition



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 for the 2012 holiday season.



"MDG facilitated the collaboration between the brands and helped 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 was the first designer collaboration for Patrón and the first spirits collaboration for John Varvatos."

"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 a merging of fashion, music and spirits, and with the custom box to complete the package, it really makes a perfect holiday gift". Says MDG Creative Director Gabrielle Rein.

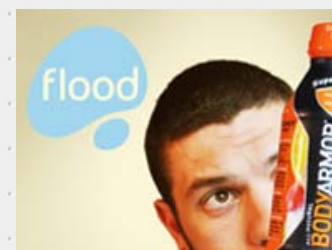
The bottles hit shelves in December, and are available for purchase through the 2012 holiday season.


Designed by [John Varvatos](#) & [Mode Design Group \(MDG\)](#), NY



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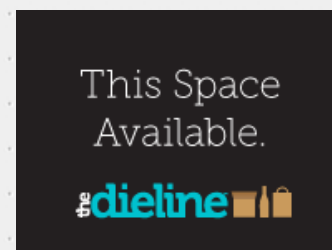


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