



Modern Mexicana: Don Julio Sets a New Benchmark in India with a Curated Summer Showcase of Craft and Couture

Reimagining Mexican heritage through Indian craft, Don Julio collaborates with Anamika Khanna to set the tone for a new season of cultural expression.

New Delhi, May 2026: Don Julio marked the arrival of summer in India with a truly season-defining cultural moment, bringing the vibrant spirit of Cinco de Mayo to life through an immersive event in Delhi NCR. Blending Mexican heritage with contemporary Indian fashion, the evening set the tone for a new kind of summer - one rooted in expression, culture, and experience.

A Summer Brought to Life Through Culture and Experience

Designed as an immersive, high-energy environment, the experience captured the essence of a Mexican summer—bold, expressive, and full of life, embodying the Summer of Cinco spirit.

From vibrant visual storytelling and spatial design to music and social energy, the evening unfolded as a multi-sensory journey, transporting guests into a reimagined world of culture, colour, and celebration.

The evening began with a beautifully curated parade that brought to life the vivid tapestry of Mexican culture, featuring dancers in traditional costumes and live music that captured the pulsating, joyful spirit of the celebration.

A Defining Fashion Moment: Don Julio x Anamika Khanna

At the heart of this iconic summer celebration was the exclusive couture collaboration with celebrated designer Anamika Khanna. Rooted in Don Julio's philosophy of "Por Amor" — For the Love Of — this collection unfolded as a monumental expression of craft, culture, and connection.

Five distinct silhouettes brought this vision to life — ranging from a sculpted, asymmetrical form with rich, tapestry-like embroidery and a dramatic train, to a precisely contoured corset softened by weightless tulle layers. Textural storytelling emerged through petal-like organza constructions, while relaxed tailoring introduced embroidered surfaces and fluid proportions.

The final look, a refined column silhouette, stood out through its intricate layering of print and embellishment in warm, spiced tones.

Together, the collection formed a seamless dialogue between structure and fluidity, heritage and modernity – where Indian craftsmanship and Mexican influence converged in a celebration shaped by emotion, artistry, and shared passion.

*Commenting on the occasion, **Ruchira Jaitly, Chief Marketing Officer, Diageo India**, said: “Don Julio has always stood for craft at the intersection of tradition and modern expression. By bringing together our Mexican heritage with the signature craft of Anamika Khanna, we are creating a dialogue between two worlds that creates a new expression of luxury - one that’s rooted in culture and unapologetically modern. Rooted in our ‘Por Amor’ philosophy, this collaboration is an invitation into a world that is grounded in passion, purpose, and authenticity - bringing together the richness of Indian artistry with the vibrant energy of a Mexican summer, to the heart of Delhi in a way that feels both timeless and contemporary.”*

*Speaking on the association with Don Julio, designer **Anamika Khanna, said:** “Through this collection, I wanted to bring together the vibrancy of Mexican heritage with my own language of craft and storytelling. Each piece reflects a sense of individuality yet remains connected by a common spirit of celebration and expression. Showcased through a vibrant, immersive event, the collection of 5 distinct looks was designed to be experienced as much as it was to be seen – showcasing culture and celebration in the same breath. At its core, this partnership is about celebrating craft, culture and the emotions that bring them to life. “*

Looking Ahead

By translating iconic Mexican traditions into contemporary, large-scale experiences, the brand is not only introducing these moments to Indian audiences but reshaping them as culturally resonant formats that live beyond a single evening. These experiences are designed to be immersive, shareable, and deeply expressive - screating a lasting imprint across fashion, design, and social culture.

Over time, this approach is enabling Don Julio to establish a distinctive cultural footprint in India - where moments like Day of the Dead and Cinco de Mayo evolve into anticipated, ownable occasions on the social calendar, returning each year with renewed creative expression and scale.