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## **Two Icons, One Mix: Johnnie Walker Blonde Non-Alcoholic Lemonade and Dhruv Kapoor Unveil Limited-Edition Capsule Drop Celebrating Bold Self-Expression**

**Mumbai: 4<sup>th</sup> February, 2026:** Today's youth are unafraid to experiment, blur boundaries and create their own mix of style and identity. They're not following trends; they're shaping them - discovering individuality with every bold step forward. Echoing this spirit, Johnnie Walker Blonde Non-Alcoholic Lemonade unveiled a limited-edition merchandise in collaboration with acclaimed designer Dhruv Kapoor, capturing the bold spirit of fearless individuality and progress. The collection celebrates those who are constantly evolving, who push the boundaries of creativity and expression and refuse to stand still. Channeling the brand's vibrant, dynamic energy alongside Kapoor's fearless design language, the capsule redefines modern dressing through androgynous silhouettes - designs that move beyond traditional gender norms, blending masculine and feminine elements to create pieces that can be worn by anyone, embodying the Keep Walking philosophy in a bold, inclusive and ever-evolving way.

At its core, the capsule embodies modularity - a system designed to shift, adapt and transform, mirroring how identity today is dynamic, expressive and without limits. With androgynous silhouettes and playful, collectible elements, the capsule invites everyone to explore their own version of bold, unapologetic style. At its centre are handcrafted leather Mary Janes in a striking blue and yellow colour scheme that reflects the brand's vibrant palette, showcasing Kapoor's signature attention to detail, refined tailoring and eclectic mix of materials that amplify their premium appeal. Completing the drop is an electric blue padded backpack featuring detachable charms and distinctive collectible enamel pins, each carrying meaning:

- **The bow** represents fluidity - the freedom to shape and reshape who you are
- **The hearts** celebrate warmth, courage and chosen joy
- **The flowers** honour tenderness and the right to bloom without apology
- **The clover** stands as a quiet symbol of hope and community
- **The carabiner and lanyard** reflect connection - the bonds that steady us as we evolve

**Speaking on the collaboration, Dhruv Kapoor said** "My designs have always embodied individual contemporary expression, making my collaboration with Johnnie Walker Blonde feel perfectly seamless—they champion self-expression in everything they create. The electric blue Mary Janes capture the vibrant energy we share, while androgynous silhouettes make the collection inclusive for all, mirroring its bold, open spirit."

**Further, Varun Koorichh, Vice President, Marketing - Portfolio Head, Premium and Luxury, added,** "The spirit behind Johnnie Walker Blonde Non-Alcoholic Lemonade is simple: it's the bold, young energy that fuels you to ***Keep Walking*** on your own terms. Partnering with Dhruv Kapoor allowed us to translate that spirit into a fashion-forward capsule that's all about the freedom to move, create, and inspire. This collaboration is more than just design; it's about inviting a generation to embrace their own style and individuality, completely on their own terms"

Crisp, lively - Johnnie Walker Blonde Non-Alcoholic Lemonade is taking its 'Find Your Mix' philosophy to the streets. This collaboration celebrates the grit it takes to *Keep Walking* while unapologetically expressing who you are. We aren't just launching a capsule; we're defining the next era of bold, creative self-expression.

### **About Diageo India**

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

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