

Famed jewelry designer

**MAURICIO
SERRANO**

kicks off his

30th
ANNIVERSARY

celebration with a unique
collaboration with **Campari
Group**. SERRANO WAS
COMMISSIONED TO
DESIGN A MEDALLION for
the bottle of the brand's
new **tequila
Mayenda**.



The launch of Mayenda will take place this May in New York City, with the designer as an honored guest at the festivities. Serrano's design, which adorns the tequila bottle, is inspired by the agave cactus.



“ Mexico lives through my blood, and I have always toasted my most special moments with tequila. To be able to collaborate with Campari Group on **the Mayenda medallion** is not only an honor, but a wonderful way to celebrate my **30th year of design**. This experience fills me with happiness and gratitude, ”

The Mayenda medallion will be the bottle's insignia for both the white and the reposado (aged) tequilas.

The medallion, which can be worn as a bracelet, is a unique and beautiful keepsake.

It is crafted in brass with a golden finish, giving the jewel a unique color reminiscent of the drink. The rich and complex sipping tequila is specially crafted with three processes to extract and impart the most flavor.



“ To design the jewel for Campari Group, I journeyed to Mayenda and was inspired by the creation process. The craft and care in the process yields the most precious gold finish -- **Mayenda gold**, ”
the designer remarked.

The Mayenda medallion was designed in the City of Guadalajara and adorns every tequila bottle for worldwide distribution.

Mayenda -- a true jewel that showcases the craftsmanship of Mexico and celebrates the creativity of its people.

(Si la Joya No se Ve No es Mauricio Serrano®)


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jewelry


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TEQUILA

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