Patrón and Designer John Geiger to Launch a Streetwear Line on National Tequila Day

For the past five years, Patrón has been celebrating Mexico's rich history and culture by releasing limited-edition tins designed by Mexican artists. This year, Patrón is taking that collaboration a step further by expanding its artist network with designer John Geiger on a limited-edition streetwear collection based on the 2021 Mexican Heritage Tin from street artist Senkoe.

Recommended articles
https://www.adweek.com/brand-marketing/patron-and-designer-john-geiger-to-launch-a-streetwear-line-on-national-tequila-day/