

A HANGZHOU SUBURB GETS A FUTURISTIC WHISKY BAR

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Hangzhou, China – Way2 is a whisky bar that brings sci-fi futurism to the leafy suburb of Changhe.

The neighbourhood, located twenty minutes' drive from central Hangzhou, has become known for its affluent residents, making it an ideal place for a luxury whisky bar. Way2 is located at Jiangnan Art Park, a large mixed-use complex, and invites customers to embark on an experiential journey, beginning with a futuristic doorway installation.

The bar itself, which design studio PIG Design describes as a decadent 'leather chamber', features an extensive selection of whisky from around the world. According to [JingDaily](#), sales of spirits are soaring in China, with multi-brand alcohol producer Diageo reporting a 20% year-on-year sales increase in the country in the second half of 2018.

Brands hoping to reach **Chinese luxurians** should consider how whisky can be reframed to meet local expectations or preferences. For more on the rapidly growing whisky sector, read our [Global Spirits Market](#).