Since 1885, Giffard has brought the finest ingredients to bartenders all over the world, who recognize the importance of using the best components in their cocktail creations. Listed among the Top 10 Trending Liqueurs by Drinks International magazine, we have always been passionate about the social movement that Giffard has come to be a part of.

Mixology has long been about personal expression, pouring heart, soul and sometimes a loud personality into the art of blending the finest ingredients to create something more than the sum of its parts. So it may not be surprising that so many bartenders also find personal expression in the ink that covers their skin—it would seem that tattoos and bartending are a blend of two profound subcultures.

Following the success of our UK Tattooed Bartenders Cocktail Book launched in 2015, we decided to curate the Giffard Spirit of Art, celebrating the diversity of body art adorning Hong Kong’s trendiest Cocktail Bartenders.

The campaign took us to some of Hong Kong’s most prestigious cocktail bars, where we spoke with 14 leading bartenders bringing their own unique flare to the world mixology and body art, who reveal the passion and inspiration behind their tattoos and mixology.

In the true spirit of personal expression, Giffard reached out to iconic street culture brand VANS Hong Kong, who sponsored the bartenders footwear and apparel for the campaign.

Shot by the globally recognized, Singapore-based Jan Yar of Ensof Photography, and designed by award winning OKÉLA studios, Giffard Spirit of Art is a true showcase of the diversity of art culture that can be found among Hong Kong’s vibrant bar scene.
# Our Inked Heroes

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"Body arts and creating cocktails, both of them is a kind of the way to show people of what you like, what is your style and reveal your personality, it's unique, it's something that is yours."

**Blooming Rose**

- 30ml Hendricks
- 10ml Giffard Rose Liqueur
- 10ml Giffard Honey syrup
- 10ml Fresh Lemon Juice

*Rita Bonita*  
**CÉ LA VI**

*Life and death is left to fate, rich or poor is decided by the heavens.*
“I think cocktail and tattoo are both created by an artist. Cocktail and tattoo are very similar, from the tattoo artist or the bartender, the first idea comes from the customer, they follow the customer story and they use their creations to make something wonderful.”

The Swan
150ML ABSOLUT ELYX VODKA
35ML GIFFARD LICHI-LI
25ML LEMON JUICE CAP PUREE
50ML GIFFARD CASSIS LIQUEUR
150ML APPLE JUICE
6ML PEACH BITTER BITTERMENS DROP
300ML TOP UP PICCARD CHAMPAGNE
“There are many ways to explore the cocktails, and for the tattoo is visual, but you can go deep down into the emotions and personality, the story of the person.”

Rosamic Tea Sour

45ml Hendrick Gin
20ml Giffard Rose Liqueur
10ml Rosehip & Apple Syrup
10ml Lemon Juice
Egg White
“THE GREAT THING ABOUT BARTENDING IS THAT WHEN IT COMES TO ART, THERE’S NO SUCH LIMITATION THROUGH IT. BODY ARTS, IS ONE OF THE MOST IMPORTANT, YOU GET ALL YOUR GUEST ASKING ABOUT WHAT TATTOOS YOU HAVE AND HOW MANY TATTOOS YOU GOT, IT’S ONE WAY TO TELL A STORY ALREADY, NOT JUST THE STORY OF THE DRINK.”

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**French Polynesia**

1 Crushed cardamom
30ml Giffard orange Curacao Liqueur
30ml cognac
10ml vanilla syrup
15ml lime juice
60ml blood orange juice
“Sometimes when I create a cocktail I can tell a story to the customer, sharing, talking to the customers, know more about them. I can customize the drinks on request on customer’s favorite ingredients. Making a story and sharing with them, can even be friends and keep in touch.”
"The meaning of my tattoo is freedom. At that time, sixteen years ago, if you work as a bartender, it was considered as not a good job. Parents don't want to see their kids become a bartender, and if you got a tattoo you were seen as a bad guy. So when I arrived in UK I actually did both. Become a bartender and getting a tattoo. I could do whatever I want and I love bar tending, so this tattoo means a lot to me."
I like dry ice, I like violette, so I wanted to put it together, so my cocktail can reveal a dark side. I don’t put color in my tattoo, I only got black tattoos, so I wanted to link the dark side cocktail with the dark side tattoo, that’s why I called my cocktail, Dark Side.

Dark 7
60ml Mandarin infused rum
10ml kalamansi
15ml Giffard Violette liqueur
“For bartending is not only making the drinks, it includes everything. It’s serving the guests, the hospitality and I love to talk with the guests, offering a good service, making a good cocktail and recommending a nice cocktail. It’s a sharing experience.”

**HK Ice Tea**

30ml Reposado Tequila  
22.5ml Giffard Cassis Liqueur  
15ml Lillet  
22.5ml Lemon Juice  
10ml Simple Syrup  
60ml Jasmin Tea with Basil Seeds
“I lived in Tokyo for a year and I really fell in love with the city and Japanese culture, as I fall in love with Asian cultures. So I will make something about Japan. Maybe something about old stories about Japan, like demons. Tattoos and cocktails are both for me an art: I create my cocktails like I’m drawing my tattoos, following my instinct.”

**Masque d’Hanya**
50ML COGNAC
30ML GIFFARD Lichi-Li
20ML THOQUINO BATIDA DE COCO
10ML STREGA
“BE HUMBLE, DON’T PUT YOUR HEAD DOWN AND ALWAYS WORK HARD, AND WORK SMART AS WELL, RATHER THAN WORKING HARD, WORK SMART. AND BE NICE. BE HUMBLE, DOESN’T MATTER WHAT THE TITLE SAYS, YOU ARE STILL A BARTENDER, YOU ARE A PERSON BEHIND THE BAR ATTENDING, OUR JOB IS TO MAKE PEOPLE HAPPY AND THAT’S IT!”

Emilie
45ML GENEVA
22ML LIME JUICE
22ML GIFFARD RASPBERRY LIQUEUR
15ML EGG WHITE
3 DASHES YUZU
3 DASHES ABSINTHE
“MY FAMILY IS LOBSTER FISHERMEN AND ALL MY GENERATION BASICALLY STOP DOING THIS EVEN THOUGH THEY WERE DOING FOR A LONG TIME. I JUST KINDA GREW UP DOING THAT. LAST TIME I WENT HOME, AND I WANTED TO HAVE SOMETHING, LIKE A MEMORY FOR ME TO BACK THERE. I’VE ALWAYS LIKED THE WAY THAT THEY LOOK, EVEN IF THEY’RE UGLY ALIENS CREATURES. I JUST WANTED TO HAVE A LITTLE QUICK STAMPED OF THAT ON ME.”

Espress Yerself

15ML GIFFARD CREME DE CACAO (BROWN)
15ML GIFFARD COGNAC & CARAMEL LIQUEUR
30ML COGNAC
30ML ESPRESSO
1 DASH VANILLA BITTERS
1 PINCH SEA SALT (FEUR SEL PREFERRED)
Audrey Eschemann – MY TAI TAI –

“IT’S A WAY TO GET THE CREATIVITY IN YOUR SKIN, SHOWING PEOPLE WHO YOU ARE, IT’S YOUR IDENTITY. TATTOO IS ANOTHER WAY TO PRESENT YOURSELF. TATTOO IS A STRONGER WAY, A COLORFUL WAY TO TALK ABOUT YOURSELF LIKE YOUR COCKTAIL.”

Despicable Pineapple

45ML HAVANA RUM 3YEARS
15ML GIFFARD TRIPLE SEC
15ML LIME JUICE
15ML ORANGE BURNED VANILLA SYRUP
2 KAFFIR LIME LEAVE
1 PIECE OF LEMONGRASS
25ML PINEAPPLE JUICE
1 SMALL PIECE OF SWEET PINEAPPLE
“I like to draw myself, and I’m into arts and I feel creating a cocktail is also kind of like art because you put things together that you think goes well and at the end it’s for somebody else to appreciate it. Tattoos is a good way of showing who you are, where you come from and paint yourself in a way.”
Nikki

– THE PONTIAC –

“MY MOTTO? HAVE A GOOD ATTITUDE TOWARDS YOURSELF AND OTHERS. MASTER THE ART OF TAKING PRIDE IN WHAT YOU DO, WITHOUT TAKING YOURSELF TOO SERIOUSLY, AND ALL THINGS WILL COME TO BALANCE.”

**Incl. Base**

- 30ML MEZCAL
- 15ML GIFFARD BLUE CURACAO LIQUEUR
- 15ML GINGER SYRUP
- 15ML LEMON JUICE
- 22ML COCONUT CREAM
- 1 DASH ANGOSTURA BITTERS

GIFFARD FRANCE
Bars

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Thank you!