



Dewar's Whisky Advert, The Monarch

Sir Edwin Landseer

Sold



REF: 31619

Height: 50 cm (19.7")

Width: 43 cm (16.9")

Framed Height: 64 cm (25.2")

Framed Width: 56 cm (22")

Framed Depth: 56 cm (22")

Description

Dewar's Whisky Advert - The Monarch.

This classic Dewar's whisky advertisement features Sir Edwin Landseer's iconic 1851 painting 'The Monarch of the Glen', one of the most celebrated images of the Scottish Highlands. Originally commissioned for the Palace of Westminster, Landseer's masterpiece depicts a magnificent lone 'Royal Stag', twelve-point red deer, standing proud against a dramatic Highland landscape of rugged hills and storm-laden skies. Bathed in a soft, golden light, the stag conveys strength, nobility, and the untamed spirit of the wilderness, qualities that made the image a powerful symbol of Scottish identity throughout the 19th century and beyond.

Dewar's recognised its commercial and cultural impact early. In 1916, Sir Thomas Dewar, an innovative marketer also known for his work with Pears acquired the painting and introduced it into the brand's advertising. The Monarch quickly became synonymous with Dewar's White Label Whisky, helping to establish the whisky's association with heritage, purity, and the romance of the Highlands. This strategic use of fine art in advertising set a precedent that influenced many other brands over the decades.

The featured chromolithograph is presented in its original glazed oak frame, inscribed "Dewar" along the top and marked with the title "The Monarch" and Landseer's name along the lower edge. These early framed adverts are now prized for their craftsmanship and historic character, reflecting both the artistry of the print and Dewar's pioneering approach to branding.

Landseer's Monarch of the Glen remains one of the most reproduced and recognisable images in British art history. In 2017, after a major public campaign, the National Galleries of Scotland successfully acquired the painting for £4 million, securing its place in Scotland's national collection and reaffirming its enduring cultural significance.

Frame size:- 64 cm high by 56 cm wide.