vinetur

Zarova Vodka Deepens Ties to Contemporary Art With Palm Beach Gallery Event Honoring Kozo

Luxury vodka brand strengthens its cultural presence by supporting artists and engaging with influential art institutions in key markets

Wednesday, February 18, 2026



Zarova Vodka has strengthened its position in the luxury market by building a close relationship with contemporary art. This connection was highlighted recently in Palm Beach, Florida, during a private event at DTR Modern Galleries. The gathering honored the artist Kozo, whose work is known internationally for its precision and unique identity. Zarova's involvement at the event was not just symbolic. The brand and Kozo share a similar philosophy that values discipline, excellence, and careful attention to

detail.

DTR Modern Galleries, recognized for its selective curatorial standards and strong ties with collectors worldwide, hosted the event. The gallery’s reputation made it a fitting venue for this meeting of art and luxury. Zarova’s approach to vodka production emphasizes purity and refinement, qualities that mirror Kozo’s artistic process. Both the brand and the artist focus on creating distinct identities through their commitment to quality and innovation.

Palm Beach is known as a place where art, culture, and lifestyle intersect. The collaboration between Zarova, Kozo, and DTR Modern Galleries reflects a broader trend of luxury brands seeking authentic connections with the art world. Zarova’s participation in this event demonstrates its intention to be more than just a sponsor or product on display. Instead, the brand aims to become part of the global artistic community by supporting artists and engaging with cultural institutions.

The event at DTR Modern Galleries brought together collectors, art enthusiasts, and representatives from Zarova. Attendees experienced both Kozo’s artwork and Zarova’s vodka in an environment designed to encourage conversation about creativity and craftsmanship. This approach aligns with Zarova’s strategy of integrating into cultural spaces where its values resonate with those of artists and patrons.

By aligning itself with figures like Kozo and venues like DTR Modern Galleries, Zarova continues to build its reputation as a brand that values more than just luxury for its own sake. The company’s ongoing efforts in Palm Beach and other cultural centers suggest a long-term commitment to supporting contemporary art as part of its identity. This strategy not only enhances Zarova’s image but also helps foster meaningful relationships within the international art scene.