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Simpsons in the Strand Hosts First Major Event Since Reopening With Vogue and GQ BAFTA Afterparty

London’s historic restaurant welcomes film and fashion elite as GREY GOOSE Altius debuts as official spirit of the night

Thursday, February 26, 2026



After the BAFTA Film Awards 2026 ceremony on February 22, the evening continued with the Vogue & GQ BAFTA Fashion and Film Afterparty. The event took place at Simpsons in the Strand, a historic London restaurant that recently reopened under new ownership. This afterparty marked the venue’s first major event since its relaunch.

GREY GOOSE Altius, an ultra-premium vodka, served as the official spirit of the night, accompanying some of the most influential figures in film and fashion during a celebration that closed out one of British cinema’s biggest nights.

The afterparty brought together talent, style and culture beyond the red carpet. GREY GOOSE Altius, known for its meticulous production process including filtration at -24°C, was featured throughout the evening. This technique is designed to achieve exceptional smoothness and purity, setting it apart in the premium spirits market. During the celebration, guests toasted with various martini cocktails made with GREY GOOSE Altius, including the Alpine Martini, Transcendent French Martini and the classic Dirty Martini. These drinks were central to the bar menu and accompanied key moments of the night.

The guest list included prominent international personalities such as Vogue UK editorial director Chioma Nnadi and GQ UK editorial director Adam Baidawi, who hosted alongside actors Michael B. Jordan, Jessie Buckley, Ethan Hawke, Riz Ahmed, Odessa A’Zion, Teyana Taylor, Chase Infiniti and Javier Calvo. The collaboration between GREY GOOSE Altius and Vogue & GQ highlighted a shared appreciation for craftsmanship, attention to detail and trendsetting without sacrificing authenticity.

GREY GOOSE Altius is inspired by the snowy peaks of the French Alps. It is produced using winter wheat from Picardie and blended for the first time with alpine spring water. The vodka is filtered at -24°C to create a glacially smooth taste and velvety texture. Tasting notes include green apple, delicate minerality and subtle earthiness. Each bottle is hand-numbered and represents both natural strength and mountain elegance. GREY GOOSE Altius is available exclusively at select nightclubs in Spain in 700 ml and 1.75 L formats.

GREY GOOSE vodka is made from French winter wheat from Picardie and spring water from Gensac-la-Pallue in Cognac. The water is naturally filtered through limestone, contributing to the vodka’s character. François Thibault, Maître de Chai for GREY GOOSE, oversees production to ensure smoothness and quality. The brand’s portfolio includes classic GREY GOOSE vodka as well as flavored versions such as La Poire, L’Orange, Le Citron and Le Melon, with Altius now joining the lineup.

GREY GOOSE is part of Bacardi Limited’s portfolio. Bacardi Limited is headquartered in Hamilton, Bermuda, and includes Bacardi International Limited among its group of companies. The brand continues to emphasize responsible drinking in all its communications.