

# Hennessy X.O



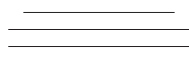
LIMITED EDITION BY *Marie Perle*.

Hennessy  
X.O



**HENNESSY CELEBRATES  
A BOLD NEW DESIGN  
STATEMENT  
BY MARC NEWSON**

The internationally  
acclaimed designer  
projects Hennessy X.O  
to a new frontier  
with the 2017  
limited edition  
decanter.



**COGNAC, FRANCE, JUNE 2017.**

Hennessy is proud to reveal Hennessy X.O 2017 limited edition by Marc Newson. In the hands of the world-renowned designer, a dynamic, streamlined variation on the decanter's iconic shape breaks with conventions and propels Hennessy X.O toward exciting new horizons.

Starting in July and through September 2017, Hennessy will present Marc Newson's bold reinterpretation of the Hennessy X.O decanter in markets worldwide. As distinctive as a work of modern architecture, the design amplifies the blend inside –

unchanged since 1870 – while placing Hennessy X.O on a modern aesthetic frontier.

Says Marc Newson, "It's both an honor and a little daunting to approach an icon like Hennessy X.O. Clearly, this blend has transcended time and continues to exist in a very contemporary way. As a designer it's important to me to create things that will likewise stand the test of time. The Hennessy X.O decanter has a wonderful fundamental shape. What I wanted to do was use design to magnify the blend – its color and sensorial qualities – as much as possible."

Marc Newson's limited edition design gives the si-

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gnature Hennessy X.O decanter a wholly unexpected twist. Once he had pared the bottle's shape to its purest form, the designer chose to reprise its traditional decorative motifs – grapes and leaves – in a corrugated relief. These striations are perhaps the most daring design elements ever incorporated on the iconic Hennessy X.O decanter.

“Straight lines seemed to me a more modern interpretation of what already existed,” explains Marc Newson. “To me, the stripes really emphasize the strength of the decanter's shape. When they catch the light, they highlight both the bottle and the contents, making the whole feel warmer and more tactile. Taken together, all of these design elements are meant to convey the unique, immersive experience of X.O.”

A universally admired talent, Marc Newson joins an elite stable of visionaries, among them Arik Levy, Tom Dixon and Nicolas Winding Refn, who have each brought a unique perspective to Hennessy X.O.

## AN INNOVATIVE PRESENTATION

To reinforce the modern spirit of the new Hennessy X.O decanter, Marc Newson and Hennessy reached beyond the usual confines of spirit bottle design to create a modern gift box presentation.

To dramatize the fusion between the blend and the glass, Marc Newson designed a clear transparent gift box in injected plastic, requiring cutting edge manufacturing.

The outer packaging's design perfectly conveys Hennessy X.O's forward-looking spirit, yet its apparent simplicity belies the technical challenge it presented. Its clear, ergonomic shape is molded in a complex plastic more typically used for perfume bottles. The Hennessy X.O 2017 limited edition marks the first time this kind of plastic has been scaled up and transposed to the world of spirits.

The Hennessy X.O 2017 limited edition by Marc Newson retails for PRICE.

It will be available in select retail and travel retail locations worldwide as of July 2017.

## THE HENNESSY X.O TASTE EXPERIENCE : MULTISENSORIAL

The Hennessy Comité de Dégustation has parsed Hennessy X.O's taste odyssey into seven distinct chapters that flow seamlessly into one another.

While these perceptions tend to vary depending on each person's individual palate, understanding and life experiences, the chapters typically unfold as follows:

**Sweet Notes:** Flavors of candied fruit embrace the palate as the faint sweetness of oranges fuses with the subtle tartness of apricots.

**Rising Heat:** Warm fruit flavors lead into a sensation of rising heat, slowly revealing the complex taste of patiently aged eaux-de-vie.

**Spicy Edge:** A strong spicy note tantalizes the palate with distinct peppery overtones.

**Flowing Flame:** A wave of warmth breaks into immense roundness. Robust and voluptuous.

**Chocolate Lull:** The familiar, well-rounded flavor of a rich, dark chocolate caresses the palate with silky, slightly sweet smoothness.

**Wood Crunches:** The striking sensation of oak notes interlaced with vanilla makes its presence felt and then subsides.

**Infinite Echo:** Evanescent oak notes leave a long, omnipresent finish, echoing the subtleties of each flavor and the complexity of Hennessy X.O's blending and long aging process.





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## ABOUT MARC NEWSON

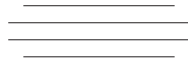
Originally from Sydney, Australia, Marc Newson has been described as the most influential designer of his generation. He has lived and worked in Tokyo, Paris and London, where he is now based, and his designs span a wide range of disciplines, from transport to sculptural pieces and architecture. A recipient of numerous awards and distinctions, Marc Newson has been included in Time magazine's 100 Most Influential People in the World and has been created a Commander of the British Empire by Her Majesty Queen Elizabeth II. His work is present in many major museum collections, including the MoMA in New York, the Victoria & Albert and the Design Museum of London and the Centre Pompidou in Paris.

The Hennessy X.O 2017 limited edition is Marc Newson's second project with Hennessy: In 2015, he de-

signed the striking decanter for James Hennessy Cognac, available exclusively in select travel retail destinations.

## ABOUT HENNESSY

From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts the most iconic, prestigious cognac Maison.



LIMITED EDITION BY *Marc Newson.*