

# Hennessy

**HENNESSY PRESENTS FIRST FLAGSHIP BOUTIQUE IN MAINLAND CHINA  
WITH EXCLUSIVE SHOWCASE OF THE X.O 150<sup>TH</sup> ANNIVERSARY MASTERPIECE BY FRANK GEHRY**

Hennessy is proud to announce the opening of its first Boutique in Mainland China. Located in the CDF Mall – the world’s biggest Duty Free Mall – in Sanya, a city on the southern end of China’s Hainan Island. It is the first retail location in China to showcase the recently unveiled Hennessy X.O Masterpiece created by world-renowned architect Frank Gehry on the occasion of the 150<sup>th</sup> anniversary of Hennessy X.O. The boutique features innovative immersive consumer experiences, such as a personalized taste journey, mixology and chocolate pairing ateliers.



## **The Hennessy Flagship Boutique in Sanya – an Immersive Experience**

This new Hennessy Retail concept fully embraces the omnichannel approach to customer experience with a one-of-a-kind personalized journey that allows customers to discover, taste, and purchase iconic cognac. All this while being immersed in the luxury world of Hennessy.

*“Hennessy has a long-standing relationship with Chinese ports. It is the cognac of choice of Chinese connoisseurs since 1859, date of the first expedition. By opening our first Hennessy boutique in Hainan, we wish to create unique experiences for people travelling to Sanya. For the ones in the know, they can discover our novelties while sampling our exclusive signature cocktails. For people who don’t know Hennessy yet, it is the opportunity to discover the brand by being immersed into the 250-year-old history of Hennessy”,* said Laurent Boidevezi, President of Moët Hennessy Global Travel Retail.

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While shopping in Hainan, guests can experience the circular Hennessy “infinity bar” with a glass of specially-crafted Hennessy cocktail. Guided by Hennessy experts, guests will be able to identify the differences in color, aroma and taste of various cognac blends, while discovering many more inventive ways to enjoy Hennessy through Mixology Ateliers.

A range of experiences, such as Hennessy X.O and Chocolate Atelier, are offered to customers, immersing them in the Hennessy cognac culture and lifestyle. Moreover, a personalization service allows customers to take home customized Hennessy bottles as a souvenir or gift to loved ones, further elevating the exclusivity of the experience. The boutique also promises novelty releases and is certain to be amongst the first locations for new Hennessy launches.

## **Travel Retail Avant-Premiere for Hennessy X.O 150<sup>th</sup> anniversary Masterpiece by Frank Gehry**

In 2020, Hennessy X.O celebrates 150 years of sensory elegance with its timeless decanter, crafted by the world-renowned architect Frank Gehry. Marrying glass and gold to extol the rich legacy of the Hennessy Maison, this new exclusive bottle is shown as a Travel Retail Avant-Premiere at the new Hennessy flagship boutique in Sanya.

Frank Gehry, the designer behind some of the most uplifting buildings in the world, is known for his use of bold, postmodern shapes and unusual fabrications. Each one of the limited-run 150 decanters is wrapped in a crinkled sleeve of 24 carat gold-dipped bronze and sits on a fractured glass glorifier. Imprinted with Frank Gehry’s signature, this display highlights the interplay of water and light. The striking design of this collaboration conveys a shared vision between both the artist and Hennessy: a hopeful future that honors and amplifies the universal values of joy, optimism, and resilience. In addition, a wider-release limited-edition Hennessy X.O bottle has also been created by Gehry, featuring a golden carafe that embodies the artistic theme of reflected light.

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## Hennessy Sanya Flagship Boutique

**Address:** A-F144+2, Block A, CDF Mall (Near No. 2 Gate of Tower A)

**Opening Hours:** 10:00am – 10:00pm

## ABOUT HENNESSY

The leader in Cognac, the Maison Hennessy has shined around the world with its exceptional know-how for more than 250 years. Built on founder Richard Hennessy's spirit of conquest, the brand is present in more than 160 countries. Based in the heart of the Charente region, Hennessy is also a steadfast pillar of the regional economy. The Maison's success and longevity are rooted in the excellence of its cognacs, each of which is born of a unique process of transmission of know-how from generation to generation. The first spirits house to be certified ISO 14001, Hennessy unites its capacity for innovation and the support of all of its partners to protect this exceptional area. As a crown jewel of the LVMH Group, Hennessy is a major contributor to French international trade, with 99% of production sold in export, and a worldwide ambassador for the French art de vivre.

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