

PRESS RELEASE



Hennessy

PARADIS

RARE  
COGNAC

2024

## HENNESSY PARADIS UNLIMITED: A COGNAC EXPERIENCE THAT KNOWS NO LIMITS

Hennessy PARADIS Cognac, Maison Hennessy's most harmonious blend, finds multiple new expressions in an exclusive five-liter format offering seemingly limitless design possibilities and — for the first time — an unfiltered, hand-decanted blend of infinite finesse and depth.

In 2024, Maison Hennessy invites cognac lovers and aesthetes to experience a world of creativity and self-expression. Starting in April, a groundbreaking five-liter format of Hennessy PARADIS may be custom-finished to an array of specifications — the only limit is one's imagination.

In order to realize this personalized signature, a palette of dedicated service tools places colors, materials, and finishes at customers' fingertips, allowing them to fashion a unique creative statement. Upon confirmation, every order is hand-finished to perfection by craftsmen in specialized ateliers around France.

### HENNESSY PARADIS UNLIMITED: A WORLD OF POSSIBILITIES

For this exclusive format, a custom library of colors, finishes and textures, invite customers to create their own design statement with Hennessy PARADIS Unlimited.

The PARADIS Unlimited palette has been curated to reflect the infinite potential of design. Silver- or gold-tone staves encasing a crystal carafe may be further finished in a dazzling array of colors, textures and a selection of nine materials for a total of 46 possible combinations.





LEADING-EDGE MATERIALS borrowed from the worlds of architecture, design, high-tech and formula racing include a creamy white marble finish with unique veining, a lightweight yet resistant carbon. An ultra-precise braided metal is worked like high jewelry to mimic the wickerwork containers used to hold the Dame-Jeanne carafes stored in the PARADIS cellar on the Hennessy estate.

TRADITIONAL MATERIALS revisited in the gestures of craftsmen include oak wood, a tribute to the casks in which Hennessy PARADIS is aged, and to the savoir-faire at the Maison's cooperage. Straw marquetry, a prestigious symbol dating to 17th-century interior design, is revisited as an inlay of noble straw. Meticulously crafted by artisans, a perforated leather finish is inspired by racing cars and bespoke footwear.



FUTURISTIC MATERIALS inspired by the world of racing and design include a meticulous painting technique inspired by the car industry and a gradient treatment evoking sunsets — a precious moment suspended in time, preserved with a refined varnish. Another contemporary option is patterned rubber inspired by those used in high watchmaking, painstakingly crafted from rubber by specialized artisans.



As a finishing touch, initial engraving is available on a selection of six materials. Finished carafes are delivered in four months.



## HENNESSY PARADIS UNLIMITED: AN UNPRECEDENTED FORMAT

For the first time in its history, Hennessy PARADIS is presented in a five-liter carafe made-to-measure for Maison Hennessy by the French heritage crystal maker Baccarat.

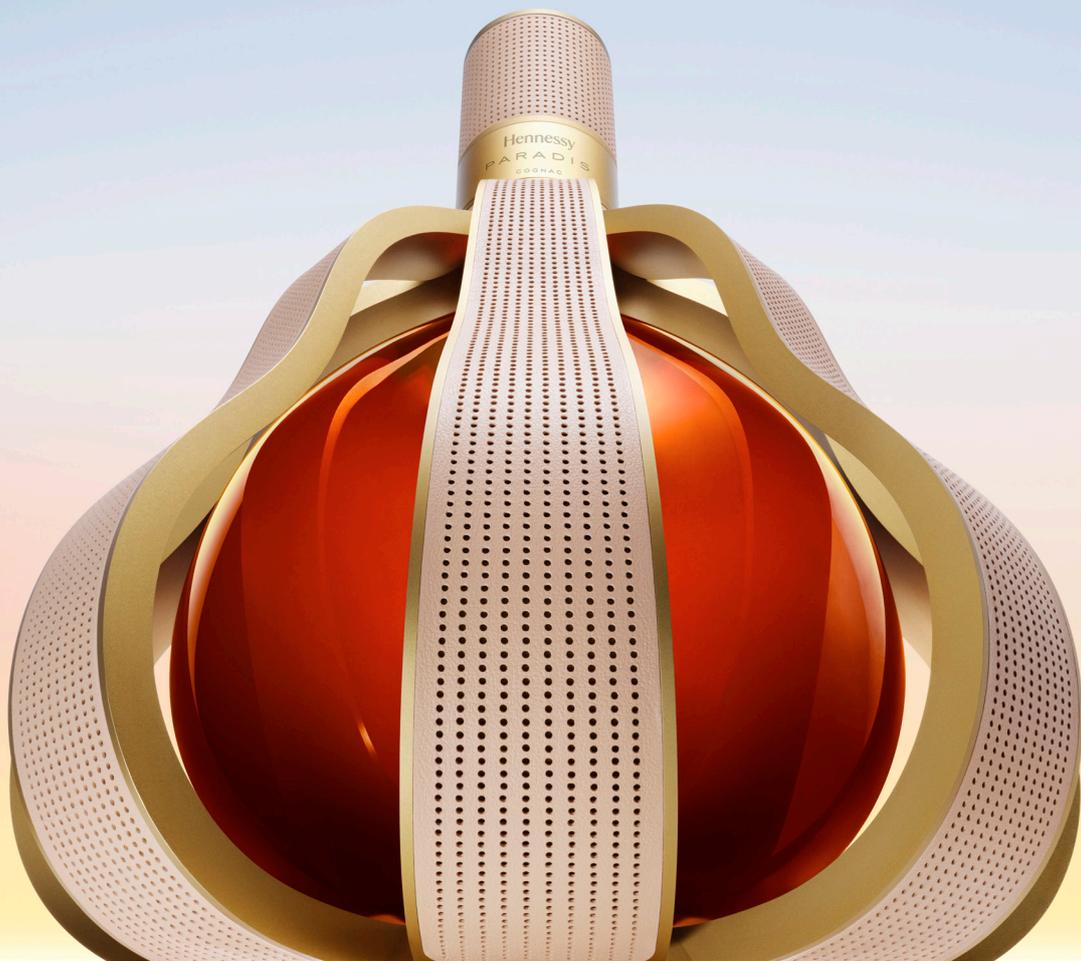
Generous in both form and spirit, this unprecedented format embodies the original creative intent behind Hennessy PARADIS, composed in 1979 by sixth-generation Master Blender Maurice Fillioux in homage to a symphony, as a moment for sharing with one's closest friends. Its elegant vessel is caged by eight aluminum staves, evoking the oak casks in which the Maison's eaux-de-vie are aged and sculpted to follow the curves of the iconic Hennessy PARADIS silhouette.

## AN EXPRESSION OF HENNESSY PARADIS THAT KNOWS NO LIMITS

Created in 1979 by Maurice Fillioux, Hennessy's sixth-generation Master Blender, Hennessy Paradis takes its name from the cellar on the Hennessy estate where some of the most precious eaux-de-vie are preserved.

A great lover of classical music, Maurice Fillioux composed Hennessy Paradis like a symphony. "I feel like an orchestra conductor," he said at the time. His masterpiece, Hennessy Paradis, embodies harmony. A subtle composition blended from approximately one hundred eaux-de-vie, assembled to achieve the sublime.

The eaux-de-vie selected and aged over generations give this supple, light and round blend its character. They are assembled into an exceptional cognac defined by its elegant, silky character, underscoring its finely nuanced, harmoniously balanced aromatic qualities.



## AN UNPRECEDENTED PROCESS IN THE HISTORY OF HENNESSY PARADIS

For Hennessy Paradis Unlimited, Renaud Fillioux de Gironde, the eighth generation of a single family of Master Blenders, reveals a new expression of Paradis, the blend symbol of harmony for the House. An interpretation of Hennessy Paradis that echoes the multiplicity and refinement of the designs, as well as the grandeur of this new 5-liter format. This expression of Hennessy Paradis showcases the finesse and depth of the blend.

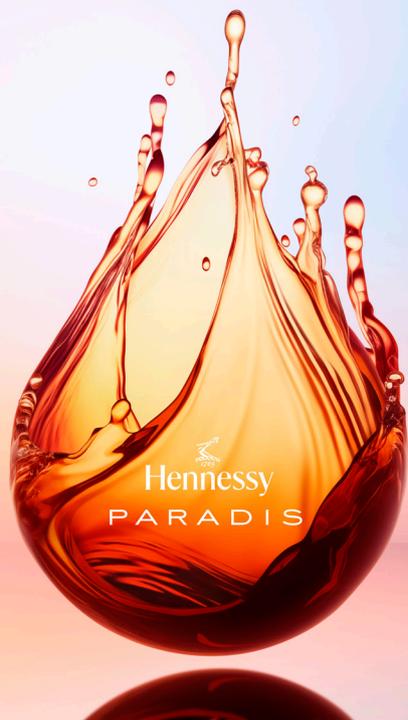
This expression requires a manual process unprecedented in the history of Hennessy Paradis: the cognac, stored in oak barrels, is extracted and transferred directly to Dame Jeanne, which traditionally house the House's most remarkable eaux-de-vie. It is then hand-decanted into a custom-made five-liter Baccarat crystal carafe. A meticulous manual operation, liter by liter, drop by drop, and without a filter.

From this precise, unfiltered manual extraction, the blend conserves its purity and reveals a limitless depth. Without limits, the perfect finesse of Paradis becomes infinite.

## A HENNESSY PARADIS COGNAC OF INFINITE FINESSE AND UNLIMITED DEPTH

In its unfiltered state, Hennessy Paradis presents a coppery hue inherited from its eaux-de-vie's long maturation in old oak casks. Its slightly cloudy appearance, the result of manual extraction straight from the cask, attests to the blend's authenticity.

To the nose, Hennessy Paradis reveals floral notes of dried rose and honeysuckle, underscored by intense notes of red fruit and spices. On the palate, an elegant, silky texture leads to a powerful, persistent finish. Honey, dried flowers, truffles, and mild spices come to the fore in a swirl of aromas. Delicate notes of cinnamon, cardamon and fruit give way to the scent of dried rose petals and preserves.



PARADIS Unlimited will be exclusively available at Hennessy boutiques in Harrods, London, Qiantan Taikoo Li in Shanghai, and Cognac, as well as through Moët Hennessy's private customer service starting with a pre-launch from March 15th, 2024. Price available upon request.

#### ABOUT HENNESSY PARADIS

Hennessy's sixth-generation Master Blender, Maurice Fillioux, first created this warm, sophisticated ode to epicureanism in 1979, and it was named after the cellar in which Hennessy's most precious reserves of eau-de-vie are kept. A sixth-generation member of the Fillioux family of Master Blenders, Maurice drew on his lifelong love of music and the legacy of his predecessors to create a subtle, harmonious blend for sharing with his closest friends. Since it was first created, the grace and elegance of Hennessy PARADIS has been universally loved by newcomers and connoisseurs alike for its voluptuous, silky and infinitely nuanced balance of exceptional eaux-de-vie.

#### ABOUT HENNESSY

The leader in Cognac, the Maison Hennessy has shone 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 Maison 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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