



# HENNESSY PARADIS

UPGRADE



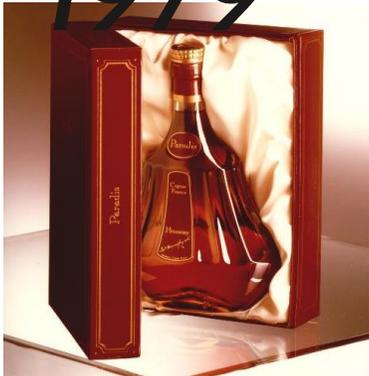
1765

# HENNESSY PARADIS UPGRADE PACKAGING SINCE 1979



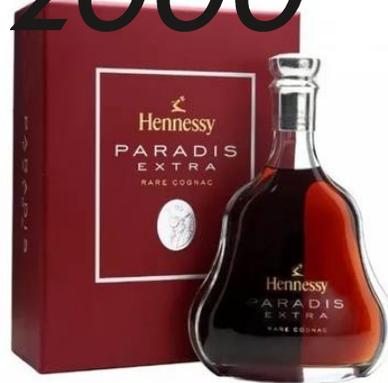
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1979



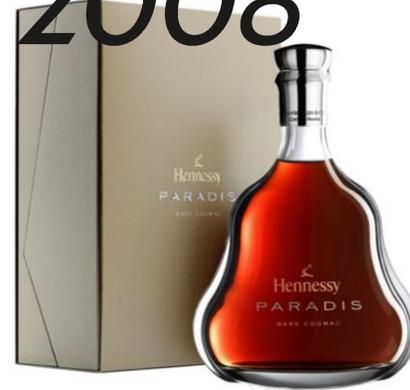
PARADIS CREATION  
BY MAURICE FILLIOUX

2000



UPGRADE  
DECANTER & GIFTBOX  
  
DECANTER CREATED BY THE  
DESIGNER FERRUCCIO LAVIANI

2008



UPGRADE  
DECANTER & GIFTBOX

2013



UPGRADE  
DECANTER & GIFTBOX

2023



UPGRADE  
DECANTER & GIFTBOX  
+ NEW FORMATS

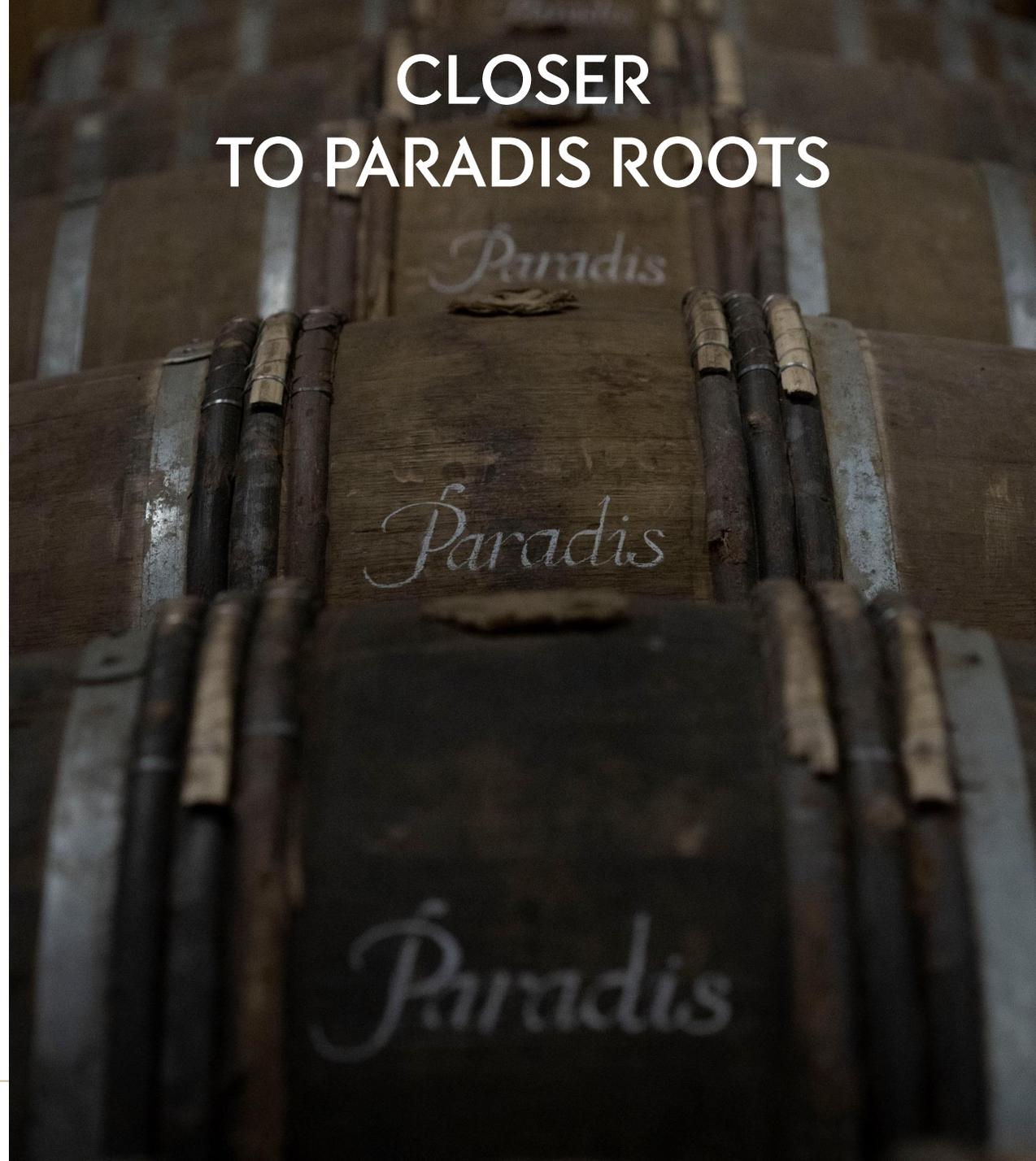
IN 2023,  
HENNESSY PARADIS PAYS TRIBUTE TO  
ITS ICONIC SHAPE & THE ROUNDNESS OF ITS BLEND  
IN AN EXCEPTIONAL NEW PACKAGING.



INSPIRED BY THE  
ICONIC SHAPE



CLOSER  
TO PARADIS ROOTS



## AN ICONIC SHAPE...

Created by the Italian designer Ferruccio Laviani, the Hennessy Paradis decanter has a sophisticated shape, which reflects the roundness of the blend.

The angel wings complement the iconic Hennessy shape, revealing its elegance and grace. A nod to the small portion of liquid lost in the barrels, due to natural evaporation, which we call "the angels' share".





## ...WITH A NEW ROUNDED LOOK

In 2023, the roundness of the blend embraces all the decanter's decorative elements.

The founder's initials are gracefully modulated and rounded to adorn the decanter's neck.

A row of oak barrels in a cellar, with the closest barrel labeled 'Paradis & Serie 4'. The barrels are arranged in a line, receding into the background. The lighting is warm and focused on the barrels, creating a sense of depth and texture. The background shows shelves with more barrels, slightly out of focus.

## WHEN THE LEGENDARY PARADIS CELLAR...

Paradis cellar is a legendary place,  
where the most exceptional eaux-de-vie patiently mature to become divine.

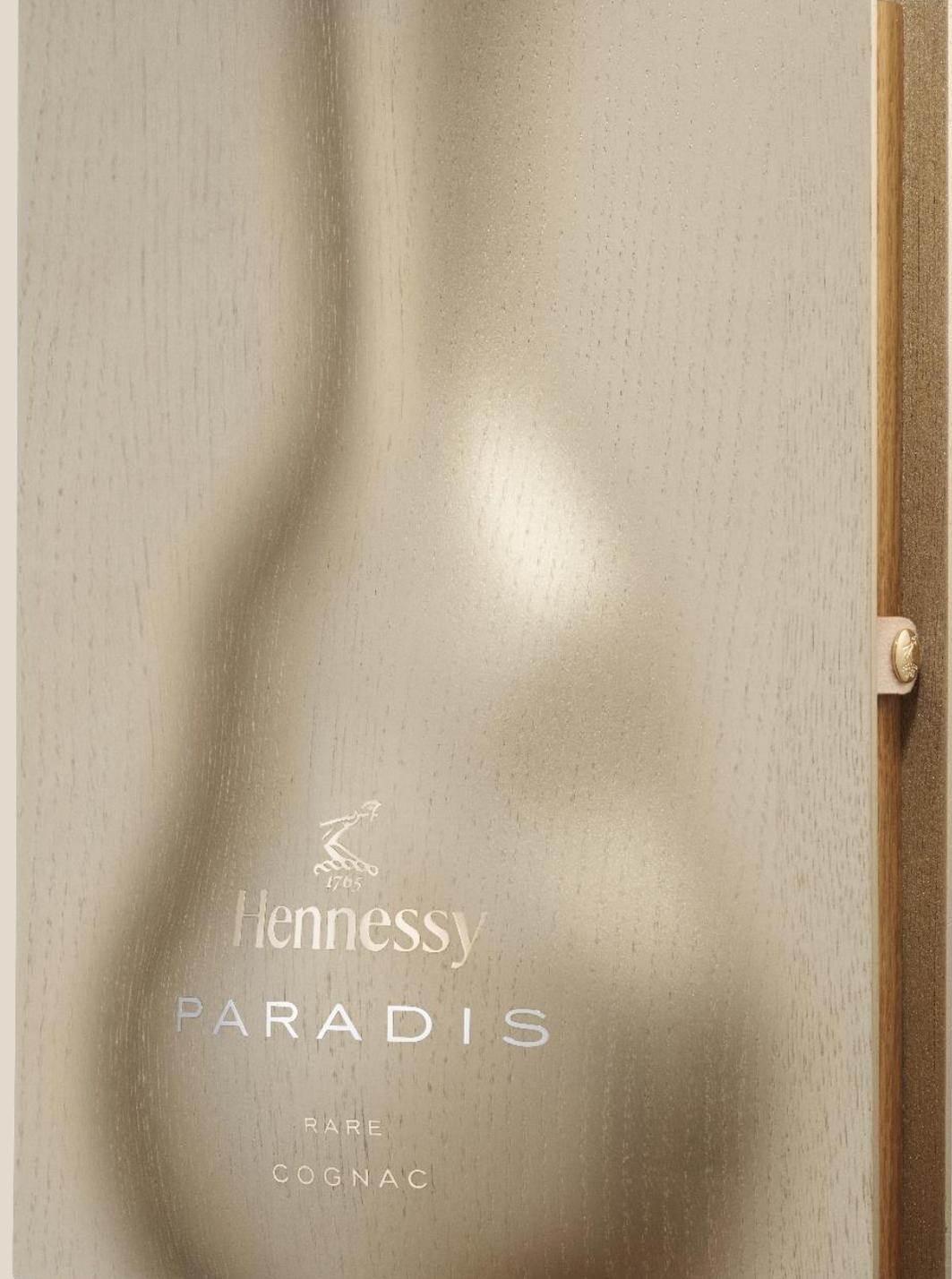
Selected for their character and immense potential,  
these eaux-de-vie are preciousy kept in oak barrels.

## **...INSPIRE A NEW MOULDED GIFTBOX, IN THE ELEGANT SHAPE OF THE DECANTER**

In 2023, the Paradis decanter is nestled in a new oak wood giftbox, a reference to the wood used for the barrels at Chais Paradis, in which it has molded the imprint of its iconic shape.

The Paradis decanter has molded the imprint of its iconic shape in this new golden-toned box, revealing its rounded curves in relief, as a tribute to the roundness of the blend.

PRECIOUS INTERIOR ADORNMENT  
FOR AN EYE-CATCHING OPENED GIFTBOX  
IMPROVING BACK BAR VISIBILITY



HENNESSY PARADIS UPGRADE

# A PRECIOUS ECO-DESIGNED 70CL BOX IMPROVING PARADIS ENVIRONMENTAL IMPACT



MAIN MATERIAL:  
FSC OAK WOOD (614g)  
FROM FRANCE



10% REDUCTION  
OF VOLUME  
(vs LAST GIFTBOX)



60% REDUCTION  
OF WEIGHT  
(-1,5kg vs LAST GIFTBOX)

The Hennessy logo features a crest with an arm holding a battle-axe, with the year '1765' below it.

Hennessy  
PARADIS  
RARE  
COGNAC

HENNESSY PARADIS UPGRADE

# A NEW RANGE OF 5 FORMATS, FOR A WORLDWIDE LAUNCH



**NEW  
FORMAT  
(Exclus US)**

**150CL/175CL  
OAK WOOK GIFTBOX**



**70CL  
OAK WOOK GIFTBOX**



**NEW  
FORMAT  
35CL  
CARBOARD GIFTBOX**



**NEW  
FORMAT  
5CL  
CARBOARD GIFTBOX**