

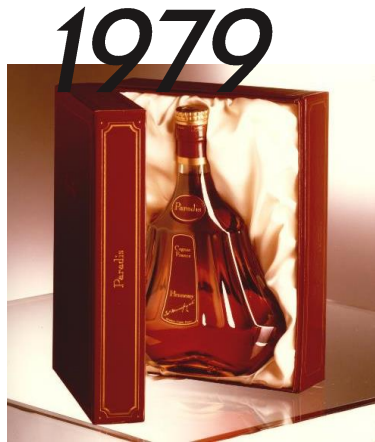


HENNESSY PARADIS

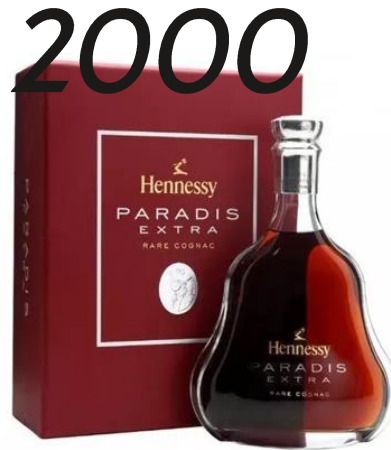
UPGRADE

1765

HENNESSY PARADIS UPGRADE PACKAGING SINCE 1979



PARADIS CREATION
BY MAURICE FILLIOUX



UPGRADE
DECANTER & GIFTBOX

DECANTER CREATED BY THE
DESIGNER FERRUCCIO LAVIANI



UPGRADE
DECANTER & GIFTBOX



UPGRADE
DECANTER & GIFTBOX



UPGRADE
DECANTER & GIFTBOX
+ NEW FORMATS

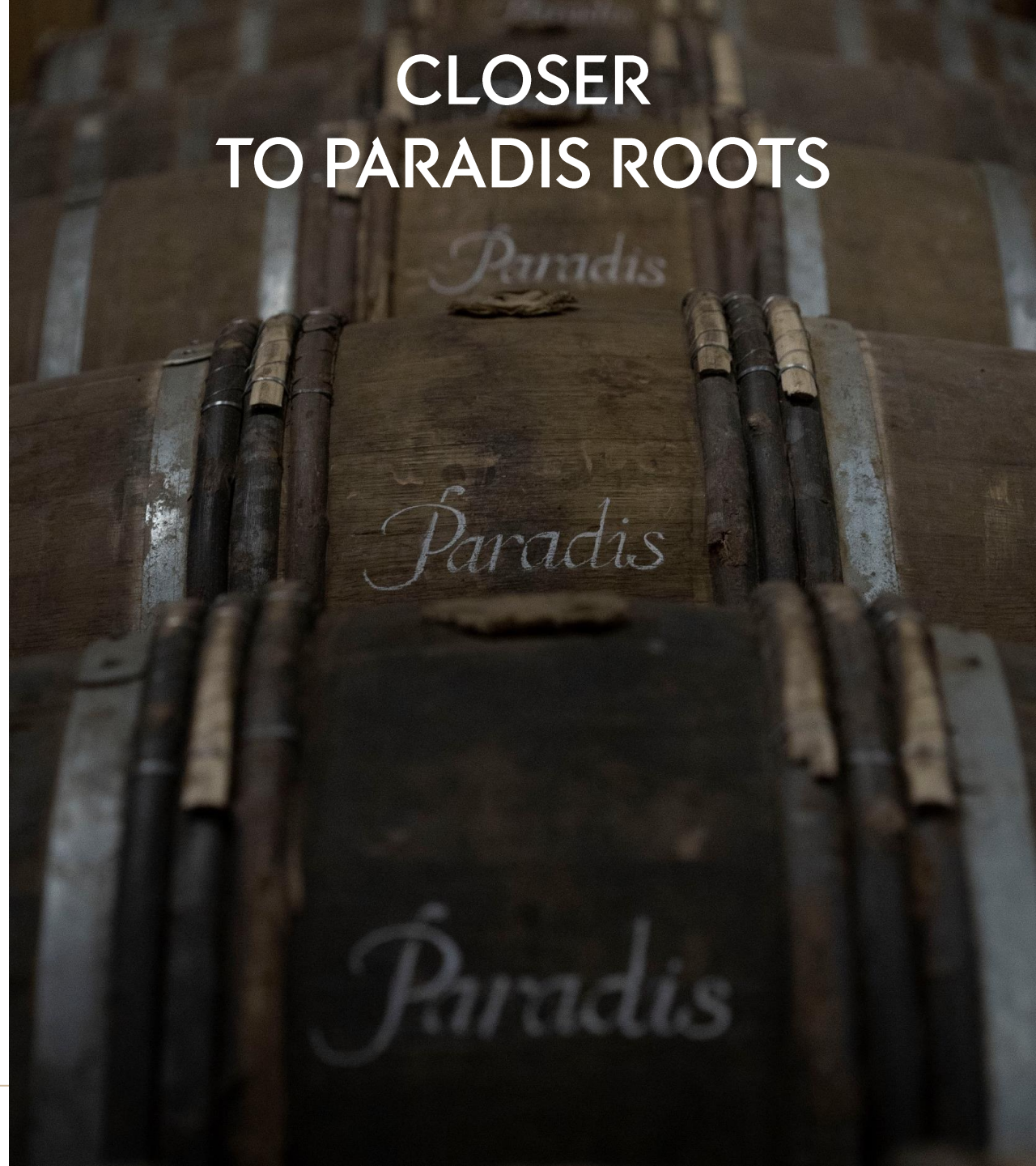
IN 2023,
HENNESSY PARADIS PAYS TRIBUTE TO
ITS ICONIC SHAPE & THE ROUNDNESS OF ITS BLEND
IN AN EXCEPTIONAL NEW PACKAGING.



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.



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 precious kept in oak barrels.

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

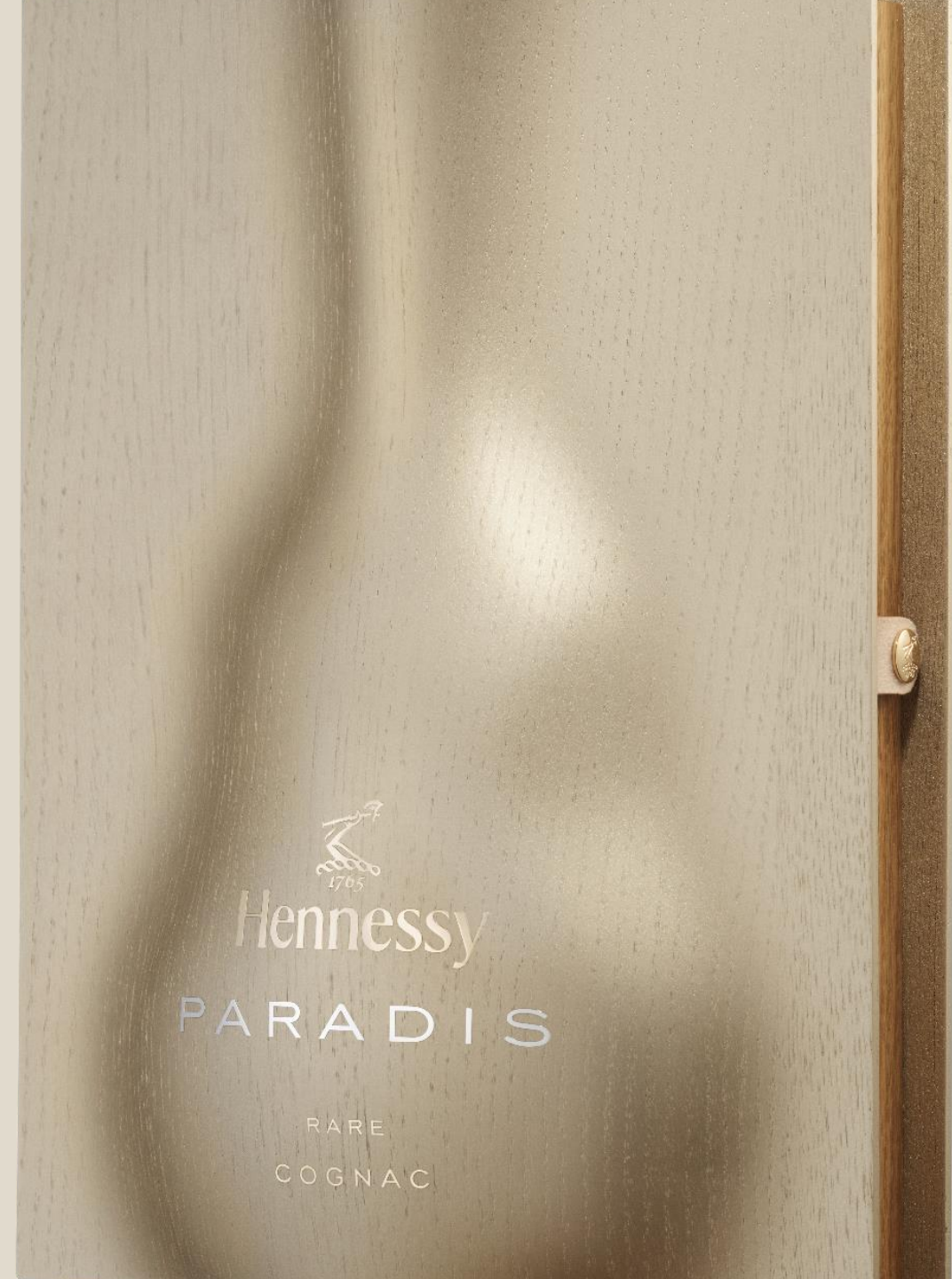
In 2023, the Paradis decanter is nestled in a new oak wood giftbox, a reference to the wood used for the barrels at Chais Paradis, in which it has molded the imprint of its iconic shape.

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



DEDICATED PODIUM
TO STARIFY THE DECANTER



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)



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