



ALICE DIETLIN

EDITIONS RARES DIRECTOR

Alice Dietlin is a graduate of the University of California, Berkeley, and a holder of a Master's degree in Marketing Strategies from Sciences Po Paris. She began her career in 2006 at Moët Hennessy Diageo France, subsequently working on the Johnnie Walker and Veuve Clicquot brands.

In 2013, she joined Maison Veuve Clicquot, leading the product and packaging innovation sectors.

In March 2021, she joined the Hennessy Executive Committee, tasked with implementing and developing a business unit exclusively dedicated to Editions Rares.



Alice established a new organization as well as product, marketing and commercial strategies to expand the ultra-luxury portfolio of the Maison, particularly the Paradis brand, which is the flagship of this new era.