

Hennessy

Together, we are unstoppable

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Hennessy unveils a series of limited editions with artist Yang Yongliang to celebrate Chinese New Year

Award-winning Chinese artist honours the Year of the Dragon, blending ancient art and digital technology to bring the mythical creature to life

Cognac, France, November 27, 2023 - Maison Hennessy welcomes the 2024 Chinese New Year, the Majestic Year of the Dragon, with a striking limited-edition collection inspired by a digital art piece created by visionary Chinese artist Yang Yongliang, called 'Dragon's Odyssey'.

In honor of the dragon, the most symbolic and vital animal of the Chinese zodiac, Yang Yongliang has combined traditional drawings with striking digital art which literally breathe life, movement, energy and fire into a collective of metallic dragons dancing in and out of waves. The unique artwork has incredible attention to detail, with a three-dimensional element which brings out even the texture of the dragon's skin and teeth. Each bottle features a color which embodies the aspirations of the new year; red for joy and luck and gold for prosperity.

Yang Yongliang grew up in a picturesque old water town in Greater Shanghai and was trained in traditional Chinese landscape painting. He later went to college in central Shanghai to study digital and three-dimensional art. As he was growing up and learning about different artistic techniques, Shanghai was undergoing a significant and rapid urban transformation all around him. All of these influences fuelled Yang Yongliang's artistic style, and he is known for mixing traditional Chinese art with contemporary, innovative digital technology, practising digital photography like a painter. His work for Hennessy sees him combine these artistic mediums, with 'Dragon's Odyssey' connecting the past to the future, taking the traditional dragon and breathing life into them with a three-dimensional element.

Says Yang Yongliang; *"It was important to me to work with a brand that has respect of its own history and traditions, as Hennessy does. It links the present to the past in everything it does, and I resonated with that. My inspiration for this collection comes from my special fondness for dragons –they're so symbolic and legendary, and I grew up hearing stories about them. When I was a young boy, my grandmother gave me an antique coin with a dragon on it. I wanted to share that memory in this Hennessy collaboration, and that's why the dragon has a metallic surface, like a childhood memory of seeing a dragon on a coin. Using contemporary digital technology meant I could add a three-dimensional element and bring the dragons to life, and I hope this inspires people to learn more about the historical and cultural contexts of dragons."*

Inspired by Maison Hennessy's campaign strapline 'together we are unstoppable', the limited-edition collection embraces the ethos of 2024; a year to unleash positive energy and celebrate what brings us together. The art adorned bottles are available in VSOP, XO and Paradis – an exquisite and rare collectable decanter in a beautiful oak giftbox. They are all perfect as either a gift during the festive season, or as a drink to see in the new year with friends and family, or even as a centrepiece in the home.

Adds Laurent Boillot; *"Hennessy has a deep connection with the Chinese culture, as we have 163 years of shared history. We are delighted to celebrate the majestic Year of the Dragon. The artistic genius of Yang Yongliang seamlessly blends traditional Chinese art and legend with modern mediums and digital photography. He brings*

to life powerful, legendary dragons. We're very excited to launch our limited-edition collection globally and to welcome this New Year with our Hennessy friends and family."

Hennessy's VSOP has a signature blend which has remained untouched since its creation. It is a distinctive classic, unanimously loved for its versatility – whether that's neat, over ice, in a cocktail or as a long drink.

Crafted at Maurice Hennessy's request for friends & family, the **Hennessy XO** is a multifaceted cognac that has become a timeless icon for the world's first X.O blend.

Hennessy Paradis is defined by its graceful, silky character, and is a rich copper color, given by precious eaux-de-vie aged only in very old barrels. On the nose, it exudes floral notes of jasmine, underpinned by delicate notes of cinnamon and exotic fruits. Created by **Bernardaud**, in France, the 2024 limited-edition - there are only 485 numbered units available - comes in a beautiful, handcrafted porcelain decanter featuring luminous gold dragon artwork, which is meticulously placed on the decanter by hand. The family-owned company has passed the craft of porcelain making from generation to generation over the last 160 years, and is renowned for its quality, precision and excellence.

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 House'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.

About Yang Yongliang

Born in 1980 in Old Town Jiading, Shanghai, Yang Yongliang studied Chinese painting since childhood. In the early 2000s, he graduated from Shanghai Institute of Design of China Academy of Art and started his experiments in multidisciplinary art. Yang currently lives and works in New York and Shanghai. Yang's digital Chinese landscapes have redefined traditional landscape paintings, featuring a massive amount of urban images reconstructed, and recomposed. Poetic and quaint as it appears to be when seen from a distance, it unfolds a fable of modern civilization if one takes a closer look. His works have been exhibited internationally and collected by public institutions worldwide, including Ullens Center for Contemporary Art in Beijing, Metropolitan Museum of Art in New York, Museum of Fine Arts in Boston, the British Museum in London, Paris Museum of Modern Art and National Gallery of Victoria in Melbourne.

About Bernardaud

Bernardaud masters the art of French porcelain since 1863 in Limoges. Still family owned, it has always chosen excellence, quality and precision. Working in a field that is perpetually evolving, Bernardaud remains in the elite of design and innovation, developing technologies and savoir faire in its Limoges manufacture that push back the limits of the art of porcelain making. For 160 years, this desire to take porcelain to unexpected and unexplored territories has enabled the company to collaborate with the greatest chefs, artists, designers and prestigious luxury brands. Each collection, each piece of jewelry, each object bearing the Bernardaud stamp brings luxury to everyday life proof that porcelain always remains an exception.