

**Embargoed until November 11, 2024.**

## **Hennessy and celebrated fashion designer Shuting Qiu unleash limited edition collaboration for Chinese New Year 2025**

*This captivating collection embodies the rich heritage and timeless elegance of Chinese brocade, blending tradition with innovation, and celebrating artistry and craftsmanship.*

**Cognac, November 11<sup>th</sup>, 2024** - Maison Hennessy unleashes a new collaboration for 2025 Chinese New Year, the Year of the Snake, with a vibrant limited-edition collection by Chinese fashion designer Shuting Qiu.

In a fusion of fashion and luxury, the collection, called 'Reimagination', is in honor of the snake, which is about renewal and positive transformation, leaving behind the past and embracing new beginnings.

Vibrant, abstract interpretations of a snake writhe across the carafe designs, using splashes of colour and prints, such as ancient Chinese brocade patterns, to reflect the texture and scales of the snake body.

Shuting Qiu, who is originally from Hangzhou and now based in Shanghai has drawn inspiration from her cultural heritage. Looking to the jacquard fabric, Chinese brocade and embroidery prints traditionally used in clothing and textiles in her hometown, Qiu has reimagined the symbolic floral motifs and abstract snake scale patterns to adorn Hennessy's iconic VSOP, X.O and Paradis cognac carafes. With base colours of red, each bottle tells a unique story, and as a nod to Hennessy's heritage, the snake's movements through the patterns evokes the Charente River in Cognac.

Taking inspiration from the different blends, Qiu has created three distinct works of art to dress each of the Hennessy bottles:

The **VSOP edition** is, as described by Qiu, 'youthful and energetic', covered in red vibrant floral motifs, alongside Hawaiian-inspired elements, in an artistic celebration of colour. It features a combination of plaid and abstract snake scale silhouettes, symbolising renewal and legacy. A blend of four distinct Shuting Qiu-designed patterns featuring traditional motifs and an abstract representation of the snake weaves through it. Qiu has used embossing techniques on the gift box to create texture, mirroring how she creates texture with sequins and glitter in her fabric designs. The VSOP comes in a lined bag, with a vibrant mix of floral and leaf motifs—an artistic celebration of color. The bag is designed to be used time and time again.

The **X.O edition** is bold and dynamic with rich shades of red, gold and blue, featuring lozenge shapes inspired by traditional Chinese motifs and a gold cork. Shuting Qiu's interpretation of transformation and renewal is reflected in the embossed snake

design, which glides across the print. Its recyclable giftbox features an embossed blend of patterns with an almost fabric like texture.

The exclusive limited-edition **Paradis** is transformed into a vibrant red masterpiece in honor of the Year of the Snake. The sculptural snake design is more abstract and poetic, and embodies elegance and luxury, by representing a prosperous pursuit towards newness and paying tribute to the timeless elegance of Hennessy Paradis. The bottle has a leather collar, with a soft-to-the-touch-graphic motif hinting at the awakening of spring, inspired by the rebirth of a graceful snake shedding its skin.

All are perfect as either a gift during the festive season, or to enjoy whilst seeing in the new year with friends and family – perhaps served over ice and paired with food, or as part of celebratory New Year cocktails such as “**The Snake**” (recipe in notes to editors). The carafes even work as a centrepiece in the home.

Says Shuting Qiu about the collaboration: *“Hennessy has given me an opportunity to share my ideas and vision with the world, which is an incredible platform for me, as a young Chinese designer. The Hennessy carafes are classics, and this is similar to fashion in that every brand has its classic silhouettes, unique designs and colors. My family and I often drink Hennessy during Chinese New Year, and my friends drink it when we hang out - it's a great versatile drink, but my favourite way to drink it is simply over ice”*.

Growing up in Hangzhou, Shuting Qiu attended the Royal Academy of Fine Arts in Antwerp, living in Belgium for five years before returning to China. She credits her time there as having a big influence on work, fusing Chinese and Western elements.

CEO of Hennessy Laurent Boillot added; *“Hennessy has a long-lasting connection with Chinese culture, grounded in 164 years of shared history, also made of rich artistic collaboration. And it is a great pleasure to welcome Shuting Qiu to embody the spirit with which we usher Chinese New Year festivities. Her designs epitomize a harmonious fusion of tradition and contemporary flair, offering with elegance a fitting homage to our common cultural heritage. ”*

- Ends

### **THE SNAKE**

45 ml Hennessy V.S.O.P

20 ml Honey Syrup

30 ml Ginger juice

15ml Fresh lemon juice

2 dash ginger bitters

Garnish: Lemon twist

Glass: Rocks Glass

Method: add all ingredients to shaker tin with ice, shake to chill, strain into a rocks glass, garnish with a lemon twist

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### **About Hennessy**

Founded on Richard Hennessy's pioneering spirit and with a legacy of over 250 years, the brand spans over 160 countries, but remains rooted in the Charente region in France. Beyond its iconic cognacs, Hennessy embraces cultural collaborations, evidenced through its many partnerships with visionary artists from around the world. Over the years, Hennessy has worked with cultural icons in design, art, fashion and music to celebrate a diverse range of creativity to reflect the multi-faceted nature of the brand and to bring to life the Hennessy cognac's versatility.

For further information, serves and collaboration details, please visit [Hennessy.com](https://www.hennessy.com) or follow @Hennessy on Instagram.

### **About Shuting Qiu**

Shuting Qiu graduated with an MA and BA in Fashion from the Royal Academy in Antwerp.

The brand conveys a signature sense of femininity that features a "modern romantic" woman, powerful and independent while maintaining her soft identity. The SHUTING QIU woman dares to express herself with asymmetry and experimentation in silhouettes, often resulting in rich contrasting colors of silk jacquards, intricate embroideries, and juxtapositions of linear and floral prints.

Currently based in Shanghai, the Chinese-born designer constantly finds inspiration in art, literature, cinema and travel. Shuting's creations pay homage to the free, romantic and neurotic spirit of heroines such as Virginia Woolf and Pina Bausch.

Website: <https://shuting-qiu.com/>

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