

# Hennessy

## **Hennessy crowns an exceptional year by winning three top design awards for 250<sup>th</sup> anniversary blend's limited edition luxury design display**

**PARIS, January 5<sup>th</sup>, 2016** – In 2015, the Maison Hennessy has been honored with a trio of luxury design distinctions for the 250<sup>th</sup> anniversary blend's limited edition luxury design display.

These important design prizes include the Popai Awards and the Pentawards, as well as the Prix Formes de Luxe, three honors that together comprise the leading design awards in the luxury category. The Maison Hennessy swept the three luxury design awards at ceremonies held in June, September and October 2015.

*"To win any one of these luxury design prizes is a great honor. To take home all three in our 250<sup>th</sup> anniversary year is an amazing recognition of excellence. We are proud to continue to uphold our heritage as champions of the arts and of innovative expression through design,"* said Bernard Peillon, chairman and CEO of Hennessy.

Designed by the Maison Hennessy's in-house studio and produced with the support of Casanova Atelier Design in Paris, the 250<sup>th</sup> anniversary blend luxury design display symbolizes Hennessy's rich heritage of savoir-faire. Its distinctive composition recalls the codes of craftsmanship and fine jewelry, with silver, gold and rose-colored metallic bands reprising barrel shanks rising up in varying circumferences and heights. The result is a strikingly modern and elegant sculpture in its own right, holding, at its center, a single bottle of the 250<sup>th</sup> anniversary blend. A strikingly modern and elegant sculpture in its own right, it holds, at its center, a single bottle of the 250<sup>th</sup> anniversary blend. The 250<sup>th</sup> anniversary blend luxury design display appears in a limited number of selected retailers worldwide.

### **ABOUT THE AWARDS**

**The Popai Award:** POPAI (Point of Purchase Advertising International), the top non-profit international voice of in-store marketing, founded the annual Outstanding Merchandising Award (OMA) awards to recognize the most innovative and effective in-store and point-of-purchase displays.

**The Pentawards:** Founded in 2007, the Pentawards are devoted exclusively to packaging in all its forms and recognize excellence in creative packaging worldwide.

**Prix Formes de Luxe (France):** This prestigious international competition recognizes excellence and innovation in presentation within the luxury sector.

### **ABOUT HENNESSY**

**From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts the most iconic, prestigious Cognacs.**