



PRESS RELEASE - COGNAC, JUNE 2021

HENNESSY HANDS, A NOVEL CONCEPT IN HOMAGE TO THE HENNESSY SAVOIR-FAIRE

NESTLED ON THE BANKS OF THE CHARENTE RIVER FOR OVER 250 YEARS, **HENNESSY** NOW HAS A NICHE IN THE FRENCH CAPITAL ALONGSIDE THE MOST ICONIC HOUSES.



Picture credit: David Atlan

A SPECIAL CORNER ON THE SECOND FLOOR OF HISTORIC BUILDING LA SAMARITAINE now hosts the Hennessy Hands workshop. This elegant space, decorated with copper and oak accents that evoke the casks in which the Maison's eaux-de-vie age, is home to a brand-new concept.

Hennessy Hands brings the Maison's rich savoir-faire to life and pays tribute to the legacy that Hennessy has been cultivating for generations. Barrelmakers, calligraphers, hoopers...these artisans and others have been refining their craft since 1765, the year in which Richard Hennessy founded the Maison in the city of Cognac. Each step of the cognac-making process is infused with talent, all the way through aging and blending, which has been performed by the Fillioux family of Master Blenders for eight generations. Visitors to la Samaritaine will be treated to a unique view of the Hennessy saga.

ALCOHOL ABUSE IS DANGEROUS FOR HEALTH. PLEASE CONSUME IN MODERATION.



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HENNESSY HANDS, A CUSTOM ENGRAVING WORKSHOP FOR EXCLUSIVE CARAFES

Clients can personalize their bottle with their initials in silver, gold or bronze in the engraving style of their choice. The refined typefaces bring to mind the calligraphy expertly lettered onto Hennessy's most precious casks.

Clients can also choose a leather accessory (clip or strip) in the color that best suits them: **beige**, exemplifying the sublime hue of Charente stone; **brown**, for the particular shade of the land and grapevines along the Charente river; **red**, in homage to the color of Founder Richard Hennessy's coat; or **grey**, echoing the Founder's cognac cellar where the most prestigious Hennessy eaux-de-vie are stored. These accessories, fitted beautifully on the neck of the bottle, are inspired by the art of barrelmaking and by the wooden hoops encircling the Maison's barrels.

THE HENNESSY BOUTIQUE, A ONE-OF-A-KIND PLACE TO DISCOVER RARE EDITIONS FROM THE MAISON AND ITS EMBLEMATIC HENNESSY PARADIS

As the number-one showcase for the Maison's savoir-faire, the Hennessy Hands workshop gives visitors the opportunity to discover part of the Hennessy cognac collection and its emblematic Hennessy Paradis. Created in 1979 by Maurice Fillieux (from the sixth generation of Hennessy's Master Blenders), this exquisite cognac is set apart from the rest by its smooth and velvety profile. It is composed of elegant eaux-de-vie that reflect the qualities of an exceptional cognac, with finely nuanced and skillfully balanced aromatic notes. The golden amber color of Hennessy Paradis testifies to the years it has spent aging in oak barrels.

A beautiful and complex symbol of the Maison's craft — now ready to be discovered or gifted at la Samaritaine.



SAMARITAINE: THE NEW PARISIAN EXPERIENCE.

Founded by Ernest and Marie-Louise Cognac-Jay in 1870, what started as a small boutique on rue de Pont-Neuf has become much more than just a department store: it has become the go-to destination in the heart of the capital. In 2021, it's reopening to unveil the exceptionally revived iconic Art Nouveau building along with a new contemporary structure on rue de Rivoli.

LVMH has entrusted DFS, the world leader in the sale of luxury goods to travelers, with Samaritaine's design and operation. It now offers more than 20,000 square meters with over 600 iconic and avant-garde brands from the worlds of fashion, watchmaking and jewelry, as well as the largest beauty space in Europe. Samaritaine has curated a unique and exclusive collection of places to eat and drink, showcasing the most authentic aspects of Paris and the French art de vivre. Catering to the desires of our visitors, whether early morning or late at night, there is always an opportunity to take a gourmet break at Samaritaine.



ABOUT HENNESSY

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 is a worldwide ambassador for the French art de vivre.

The House's success and longevity are rooted in the excellence of its cognacs, each of which is born of a unique process of knowledge transfer from generation to generation. The first spirits house to be certified ISO 14001, in 1998, Hennessy strives to be among the most prestigious and responsibility-focused spirits houses in the world. In developing sustainable production methods in tandem with its partner vineyards and other stakeholders, Hennessy seeks to combine luxury and responsibility to preserve, cultivate and transmit its signature cognacs and legacy.

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