

# Hennessy

## Hennessy continues its 'Spirit of Travel' X.O collection with nine exclusive editions

*The world's best-selling cognac unveils a series of nine limited edition bottles, celebrating iconic destinations around the globe*



**Cognac, France, July 24, 2024** – Hennessy proudly introduces the latest instalment of its esteemed 'Spirit of Travel' collection, with an exclusive series of new X.O carafes inspired by iconic destinations worldwide. The collection includes editions paying tribute to Paris, London,<sup>1</sup> Shanghai, Shenzhen, Hainan, Macau, Singapore, Taipei, and Hong Kong – destinations that have long been recognised as cultural home-from-home by Hennessy and X.O.

Through the 'Spirit of Travel' collection, we explore and embrace nine remarkable destinations, with each decanter offering:

- **Bespoke illustrations:** each carafe features a distinctive design, capturing the essence of its extraordinary location. From the grandeur of Paris to the legendary London institution Harrods, from the diversity of Shanghai to the passion for innovation of Shenzhen, each creation brings to life the vibrancy and cultural richness of its destination.
- **Innovative protective case:** each bottle is enveloped in a fully recyclable case made of 100% paper pulp. This modern, youthful design serves as a conscious and durable encasement that embraces and protects the X.O iconic blend.
- **Leather luggage tag:** accompanying each decanter is a detachable leather luggage tag, customizable with an engraving machine, reminiscent of architectural details or cultural

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<sup>1</sup> Exclusively available at Harrods.

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symbols of the respective locations. A lasting keepsake echoing the spirit of travel and adventure of X.O.

The entire 'Spirit of Travel' series is a tribute to the rich and iconic legacy of Hennessy X.O, created more than 150 years ago in 1870 by Maurice Hennessy as a new style of cognac for his friends, which has been exported and travelled around the world ever since. The Hennessy X.O blend is bold & complex, with tasting notes of candied fruits, spices and dark chocolate. It can be enjoyed neat, the connoisseur's way, or chilled, with 1 large ice block, unlocking delicate flavours while maintaining X.O's complexity.

Each destination's edition will be available in limited quantities only in its namesake location, as well as in the Cognac boutique for Paris, Shanghai, Hong Kong and Singapore on the following dates:

- July 24, 2024: Paris, Harrods,
- November 24, 2024: Shanghai, Shenzhen,
- March 25, 2025: Hainan, Hong Kong, Macau, Singapore, Taipei.<sup>2</sup>

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## Collection preview:

**Paris:** in the iconic French Royal blue, the label captures the essence of Parisian architecture, from the majestic Eiffel Tower to the intricate Notre-Dame Cathedral.

**London (Harrods exclusive):** paying tribute to the mythical department store in the instantly recognisable 'Harrods' green, the decanter is adorned with designs that highlight its Edwardian grandeur and ornate detailing.

**Shanghai:** inspired by the city's unique blend of historic and contemporary urban landscape, illustrations feature a traditional Chinese temple, with iconic landmarks such as the Oriental Pearl TV Tower and Shanghai Tower.

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**Shenzhen:** reflecting Shenzhen's status as a global hub of innovation and a future forward city, this edition showcases its avant-garde architecture, including the likes of Ping'an International Financial Center and Shun Hing Square.

**Hainan:** the decanter's luggage tag is delicately embossed with the undulating surfaces of the pebble shaped skyscrapers, whose digital faces illuminate the skyline of Phoenix Island.

**Hong Kong:** the artistic vision behind this exclusive bottle details the architectural marvels that overlook the famous Victoria Harbour and dominate the skyline, paying tribute to the recognisable, structural landmarks of Hong Kong.

**Macau:** the lively destination is brought to life with artwork that blends the romance of the old and awe of the new, reflecting the colourful allure of Macau.

**Singapore:** this limited edition captures the essence of the unmistakable, scenic beauty of waterside Singapore to life, detailing the domes of the Esplanade theatres.

**Taipei:** the carafe's embossed leather tag is inspired by Tao Zhu Yin Yuan, the Agora Garden Tower. The building features 23,000 trees integrated into its winding structure of balconies, gardens and terraces, making it a beautiful example of sustainable, carbon-absorbing construction.

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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*