

Hennessy

VERY SPECIAL

LES TWINS



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IN A REVOLUTIONARY COLLABORATION, “HENNESSY VERY SPECIAL IN MOTION” BY LES TWINS SPARKS A VIBRANT NEW MOVEMENT

FOR THE HENNESSY VERY SPECIAL 2021 LIMITED EDITION, THE FRENCH URBAN MOVEMENT CREATORS LAURENT AND LARRY BOURGEOIS EXPRESS THE PULSE OF STREET CULTURE IN A DUAL DESIGN INCORPORATING FREESTYLE DANCE, ORIGINAL MUSIC AND THE MAISON’S FIRST-EVER FASHION CAPSULE COLLECTION.

It is with great excitement that Maison Hennessy unveils the Very Special 2021 dual limited edition in collaboration with Laurent and Larry Bourgeois, the urban movement creators known as “Les Twins.” Far more than a classic collaboration, this Hennessy Very Special partnership marks a brand-new horizon and a groundbreaking meeting of minds.

Cultural icons in their own right, Hennessy Very Special and Les Twins created a multi-media collaboration around the tagline “Move Out Loud” to celebrate French heritage and the pioneering spirit. This movement creates an exceptional, inclusive platform for artistic expression through live dance and video, music and fashion.



“VISITING THE CHÂTEAU DE BAGNOLET WAS LIKE WALKING INTO A CHAPTER OF FRENCH HISTORY. WE KNEW WE WANTED TO CREATE SOMETHING COMPLETELY NEW BECAUSE THE MAISON HAS SUCH AN INCREDIBLE STORY, WITH SO MUCH PASSION BEHIND IT. BELIEVE IT OR NOT, THEIR SAGA RESONATES WITH THE STORY OF LES TWINS, 250 YEARS LATER.”

LAURENT AND LARRY BOURGEOIS



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HENNESSY VERY SPECIAL IN MOTION BY LES TWINS: THE MAKING OF “MOVE OUT LOUD”

The unprecedented scope of this collaboration first took root in Cognac, home to the Maison’s historic seat.



“Working with Hennessy is like going onstage with new energy. Hennessy’s not afraid to mix things up. We’re expressing that knowledge through movement – and our experience with Hennessy Very Special has changed how we dance,” the performers note.

In the vineyards, distilleries, and Founder’s Cellar in Cognac, Les Twins found inspiration in not just one aspect but the entire art of making Hennessy Very Special, from earth and vine to

barrel and glass. The initiation to a craft spanning centuries served as a creative trigger for a freestyle dance interpretation of the six principal stages of cognac-making and the wonder Les Twins experienced at Hennessy.

The art of making Hennessy Very Special reveals many unexpected parallels with the world of dance. Just as an exceptional cognac comes from blending many unique eaux-de-vie, so freestyle performing requires the harmonious orchestration of singular movements, a unique assemblage based on skill and instinct.

Both arts demand patience, precise gestures, perfect timing, boundless energy — and a spark of genius. In the same spirit, cognac-making and freestyle dance both far surpass their original discipline, letting French creativity resonate with global street culture. Above all, the resulting creations stir emotion and convey Les Twins’ impressions of the deep-rooted, multi-faceted world of Hennessy Very Special.



THE HENNESSY VERY SPECIAL IN MOTION BY LES TWINS: A HISTORY-MAKING DUAL LIMITED-EDITION

The collaboration between Hennessy Very Special and Les Twins is a story of many firsts. As an artistic interpretation, it stands as the most expansive to date, touching on all the key steps of cognac-making through multiple mediums.

Using motion capture technology, Maison Hennessy preserved the exhilarating energy of Les Twins' live performance and transposed those digital images into an original limited edition concept.

For the first time ever, a single limited edition of Hennessy Very Special is represented by two complementary graphic designs: each bottle features a likeness of either Laurent or Larry, rendered as captured digitally, with all their signature energy and a QR code that opens up the many facets of this movement experience to all.



In the same vein, Hennessy Very Special by Les Twins also features noteworthy reinterpretations of the cognac's visual identity and codes. Foremost among these is the iconic bras armé which, for the first time since Hennessy's founding in 1765, now appears in double. Likewise, this limited edition of Hennessy Very Special restyles its typography after that of Les Twins, a striking bridge between time-honored tradition and contemporary culture.

And while the digital experience is a key ingredient in the concept for the Hennessy Very Special in Motion by Les Twins limited edition bottle and packaging, capturing the dancers' movements was just the beginning.





HENNESSY VERY SPECIAL IN MOTION BY LES TWINS: AN ORIGINAL MUSIC VIDEO



Not only did Les Twins' impressions of Maison Hennessy give rise to a mesmerizing freestyle dance, the duo also composed and recorded "Mirror," an original single with lyrics inspired by Hennessy and, above all, a shared pride in French heritage.

"Mirror" is premiering as an original music video – the first Maison Hennessy has ever released – featuring an electrifying performance by Les Twins embodying the "Move Out Loud" ethos with catchy refrains like "I ain't good with good enough" and "We ain't aboutta slow down," inspired by the slogan "Never Stop, Never Settle."



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HENNESSY VERY SPECIAL IN MOTION BY LES TWINS: THE FASHION CAPSULE

Given Les Twins' long-running experience as models, muses and entrepreneurs in the fashion industry, this boundary-breaking collaboration naturally opened the door to a brand new territory for Hennessy.

"We like discretion, and we also like being seen within that discretion," comments Laurent Bourgeois. "We wear pieces that stand out, that not everyone else is wearing. That was our baseline for these designs: we wanted to express

our own aesthetic, in a subtle, coherent and very limited edition that insiders will recognize."

Acting as creative directors, Les Twins created an inclusive, stand-alone capsule collection, elevated streetwear styles, packed with energy, flair, and color.

The Hennessy Very Special in Motion by Les Twins collaboration will be unveiled starting in September 2021 with the fashion capsule launch in November 2021.





ABOUT LES TWINS

Identical twins Laurent and Larry Bourgeois, 32, were born and raised in the projects in Sarcelles, outside Paris. Self-taught talents, they made a splash by dancing on the Champs-Élysées to earn pocket money while still in their teens. Drawing inspiration from what was in the air and on the airwaves, they picked up classical moves, incorporated it into their improv repertoire, and lit up dance floors around the French capital. Soon, their renown as creators of urban movement spread well beyond the Parisian underground, and in 2008 they shot to fame as finalists on the TV show *Incroyable Talent*, the French version of the “Got Talent” franchise. A breakout in the US followed two years later, when a video of their World of Dance performance in San Diego went viral, earning more than 50 million views to date. Today, their flair for freestyle dancing, acting and producing have garnered international renown, yet Les Twins continue to hone their art as they always have — together, blending street culture and intuition, and inventing new moves with every appearance.

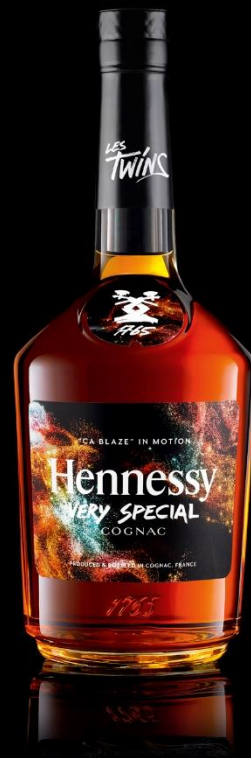




ABOUT HENNESSY VERY SPECIAL

Since its founding, in 1765, the Maison Hennessy has upheld a tradition of supporting avant-garde artists. Today, the Maison celebrates urban culture and contemporary creation through artistic partnerships for the Hennessy Very Special Limited Edition.

Hennessy V.S has a unique style, passed down through generations, that makes it a reference in the art of blending. Demanding in its creation, yet immediately satisfying in its tasting, Hennessy Very Special marks its inimitable style across time. Its audacious personality is the result of carefully selecting only the most expressive and distinctive eaux-de-vie. After several years of maturation in French oak casks, the eaux-de-vie are then blended with the mastery and consistency unique to the Maison Hennessy. Enjoyed neat, on ice, or in cocktails, V.S is a cognac appreciated by tastemakers the world over.





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.

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