

Hennessy announces Mitchell & Ness collaboration - the first capsule collection to celebrate Hennessy's global marketing partnership with NBA

- limited edition collection has nostalgic varsity design and reflects Hennessy's commitment to culture and the timeless spirit of the NBA

<May 31st 2024 >; Hennessy and Mitchell & Ness have come together for the 'second iteration of the collaboration- a limited edition collection to mark their shared love of basketball culture on and off the court, and to celebrate Hennessy's continued marketing partnership with the National Basketball Association (NBA).

The exclusive collection will have a limited drop in June 2024 both in retail & e-commerce. It consists of six pieces, including a satin jacket, short, jersey, belt bag, black tee and hoodie, dropping in shades of grey, with a lime green trim.

Hennessy X Mitchell & Ness pays homage to vibrant fan culture and previous fan-driven releases. It celebrates the passion and creativity off the court, and encapsulates the cultural impact of basketball and Hennessy on fashion and street wear.

Featuring the signature Mitchell & Ness style, which fuses sport with nostalgia, pieces feature retro varsity Hennessy lettering and iconic basketball numbers, including the legendary No 8. The collection will be available from 1st of June with prices ranging from 55\$ to 195\$. With a limited supply, it is set to become a coveted item amongst sports and fashion fans alike.

The lettering and design also reflect the Hennessy X NBA new limited edition VS and VSOP bottles.

Laurent Boillot, President and CEO of Hennessy said: *"We're excited to launch this collection with Mitchell & Ness - we both share a passion and appreciation for basketball culture, and this is brought to life in every element of design and detail. Hennessy is proud to continue our global marketing partnership with NBA, symbolised in both this collection, and also in our limited edition bottles of VS and VSOP. The NBA creates so much excitement on and off the court, and we're thrilled to be part of this".*

Mitchell & Ness, a long-time licensed partner of NBA, Eli Kumeckpor, CEO, Mitchell & Ness said: *"We're excited to continue to build our partnership with Hennessy, re-uniting two brands steeped in premium heritage, cultural significance, and with a shared commitment to timeless craftsmanship and excellence. This collaboration is a celebration of our rich legacies, crafting a unique fusion that embodies the enduring spirit of quality and cultural resonance."*

The Hennessy x Mitchell & Ness limited edition collection will be available to purchase from May 31st 2024 on Mitchell & Ness e-boutique, NBAStore.com, Fanatics, and Lids. Register on Hennessy.com to be the first to be informed when the collection will drop and where.

-Ends –

For further information + images, please contact <insert market contact>

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 MITCHELL & NESS

Founded as a golf and tennis company in 1904, Mitchell & Ness Sporting Goods provided on-field uniforms to the Philadelphia Eagles, Athletics, and Phillies as early as 1933. The Mitchell & Ness Nostalgia Company was created in the 1980's based on the idea to resurrect authentic jerseys significant to sports history. As the pioneer in this field, Mitchell & Ness is known worldwide for its authentic classic jerseys. The company holds licenses from the MLB, NBA, NFL, NHL, NCAA and MLS to produce premium apparel and headwear. Mitchell & Ness is expanding their reach with fashion related apparel and headwear by strategically teaming up with like-minded brands, producing top collaborations for the fashion and sports consumer, along with the re-launch of Hood Rubber Co., one of the first athletic shoe developers of the 20th century. Headquartered in Philadelphia, PA, Mitchell & Ness has been "Defining Authentic" for over 100 years. For more information on Mitchell & Ness and Hood Rubber Co., visit www.mitchellandness.com.

About the NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in more than 50 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2023-24 season featured a record 125 international players from 40 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.3 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.

PLEASE DRINK RESPONSIBLY – NOT INTENDED FOR FRANCE