



## HENNESSY PRESENTS HENNESSY X.O TRAVEL EXCLUSIVE COLLECTION



**June 2022, France** - Maison Hennessy presents a special collection of Hennessy X.O, available exclusively in four select dream destinations worldwide: Paris, Hainan, Macau, Singapore. In each of these thrilling destinations, the House of Hennessy is proud to host a collection of site-specific experiences.

Hennessy's iconic cognac, the multi-faceted X.O, was created in 1870 for Maurice Hennessy to share with his innermost circle of friends. It wasn't long before the blend surpassed its original intent: Hennessy X.O became the first Hennessy cognac to circle the globe, journeying from Cognac to Paris and eastward to Hainan, Macau and Singapore.

"Hennessy X.O Travel Exclusive Collection is a series of tailored-made city editions, creating exclusivity, offering luxurious consumer experiences, and brings new energy into the travel retail channel.", says Laurent Boidevezi, President of Moët Hennessy Travel Retail, LAC, AFME, Private Sales.

The Hennessy X.O Paris edition made its debut at Les Caves Particulières in 2021, marking the avant-première of the special collection. Conceived "like a one-way ticket to the celebrated French art de vivre", the edition highlights iconic outlines of some of the capital's most renowned monuments, from Les Invalides to the Eiffel Tower and the Arc de Triomphe. Elegant blues and vibrant reds convey the feel of wide, tree-lined boulevards and café terraces, capturing the spirit of romance in the City of Light. The edition is available all year-long at the Paris Airports.

A favorite for lovers in search of a tropical getaway, Hainan Island welcomed the very first shipments of Hennessy cognac in 1859. Today, this lush oasis of golden sandy beaches, mountain forests and exotic fauna is an idyllic resort destination whose beaches are known as "the edges of heaven," but it also has a dynamic architectural scene, both of which are depicted here in tones of azure blue and radiant yellow.

Known as "the Vegas of the East," Macau also welcomed Hennessy X.O in 1872. A land of multi-



cultural energy and epicurean pleasures, this island celebrates a dual character that mixes tradition and futurism, the picturesque romance of Senado Square and the bold lines of Macau Tower and the Morpheus hotel. A sunset orange and edgy purple color scheme blends the feel of a balmy, exotic getaway with the excitement of Macau's celebrated nightlife.

A haven for every kind of traveler, Singapore is prized for its harmonious balance between nature and the city. Daring landmarks like the ArtScience Museum, the Marina Bay Sands Resort and the Supertree Grove at Gardens by the Bay mingle with the flourishing vegetation of a country that first embraced Hennessy X.O in 1893. A lively palette of greens and purples celebrate a long-lasting friendship and the best of two worlds.

### **IMMERSIVE, SPIRITED SENSE OF PLACE EXPERIENCES BY THE HOUSE OF HENNESSY**

In each of these thrilling destinations, the House of Hennessy is proud to host a collection of site-specific experiences, including tasting rituals designed with head bartenders at iconic palace hotels, a curated gift selection, and insider tips on appreciations and pairings. A playful digital component offers a gateway for "Hennessy Spirited Travelers" to deepen their sense of place: from each travel exclusive destination, participants may embark on a virtual journey to Cognac, France, and share their experience with loved ones across a variety of trend-leading digital media platforms: Hennessy Travel Retail WeChat Mini-program and Hennessy X.O Travel Exclusive Collection Immersive Mobile Site.

In Paris, from July onwards, visitors passing through Charles de Gaulle Airport Terminal 2E are invited to appreciate the French art of living at "Les Caves Particulières." From September to October, a setting recalling a typical café terrace will also be made available, inviting customers to enjoy a sip of Paris before they fly, collect complimentary keepsake coasters with charming designs, and discover a custom-made cocktail and recipes.

In Hainan, Macau and Singapore, Hennessy understands every city has its own unique noises – the heartbeat of the city. This hustle and bustle of every avenue and street comes alive at the Hennessy flagship stores. Visitors are invited to immerse themselves in the soundscape of their favourite destination, while enjoying a local cocktail and savouring the Spirit of Travel.

Hennessy X.O Travel Exclusive Collection, experiences, and gifts-with-purchase are available exclusively at the House of Hennessy from now in Hainan, Macau, Singapore and from July in Paris.



## 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.

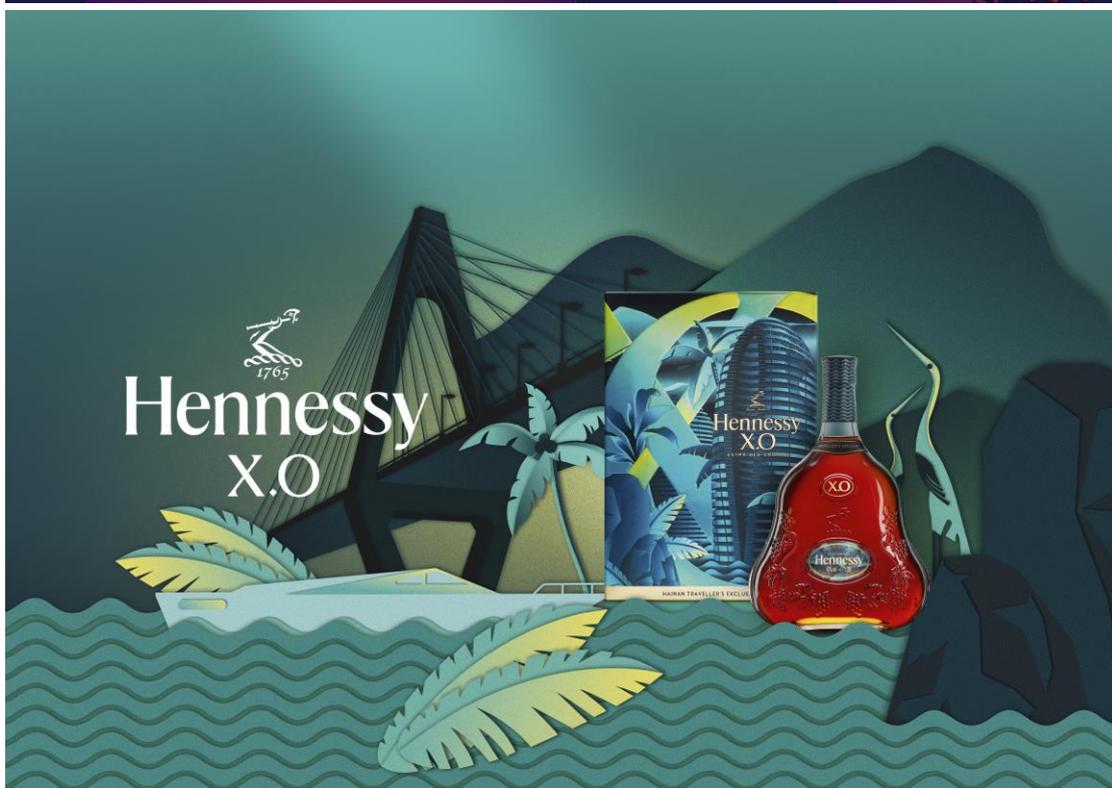
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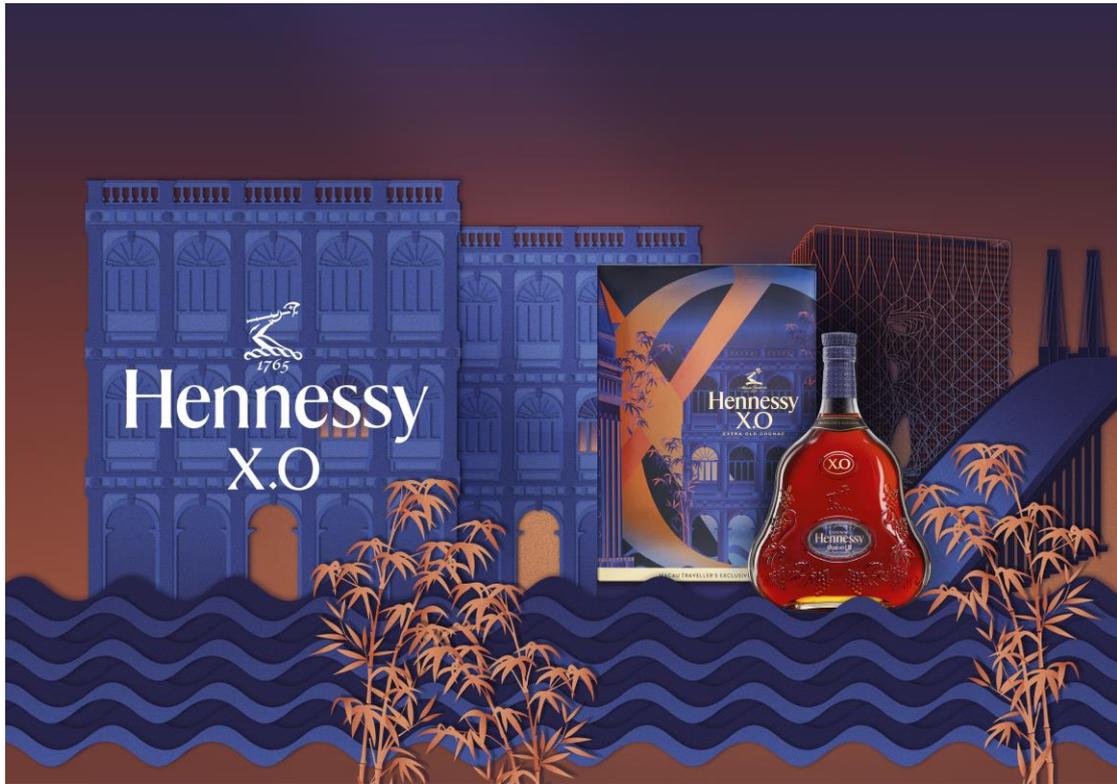
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