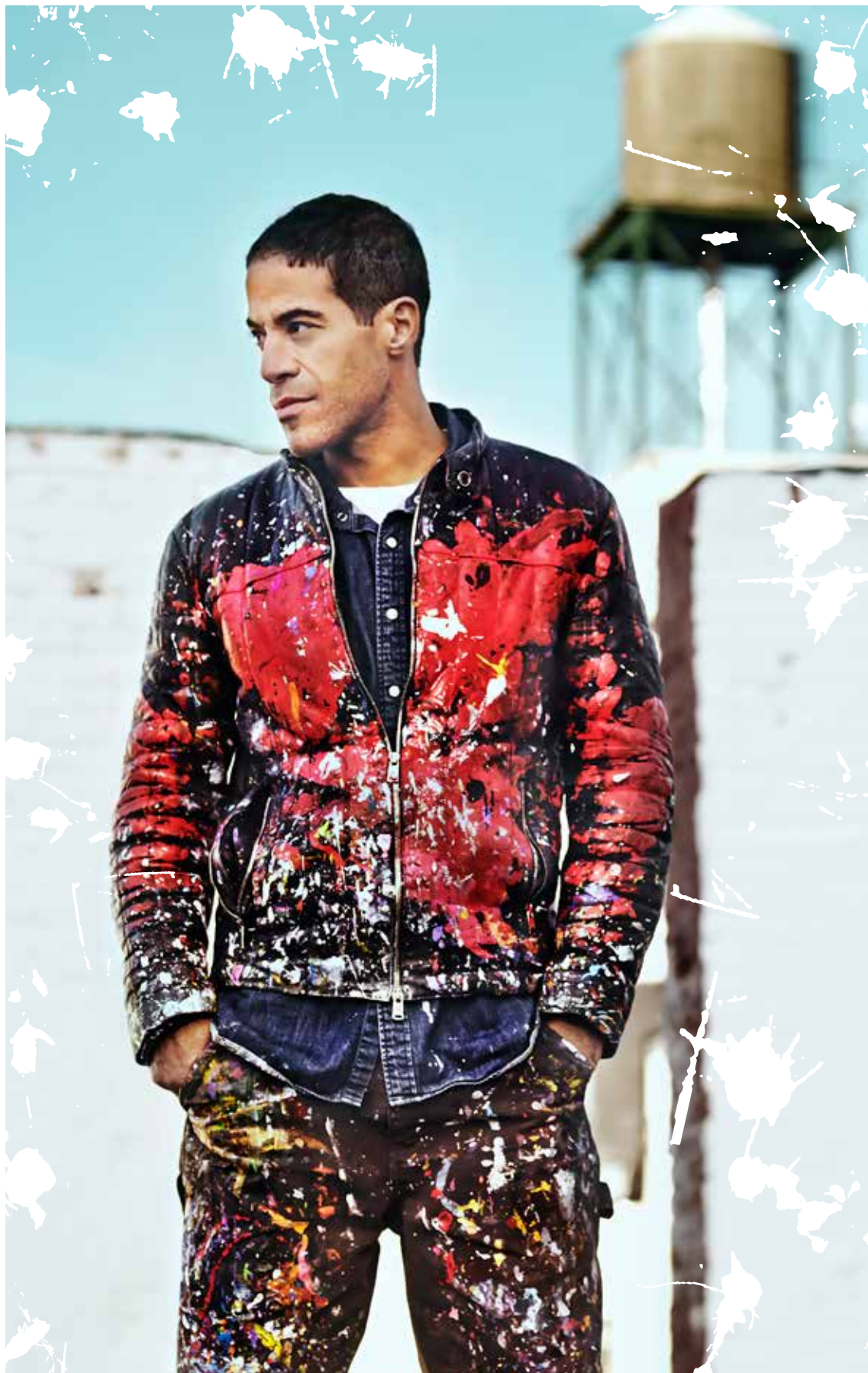


# Hennessy

VERY SPECIAL

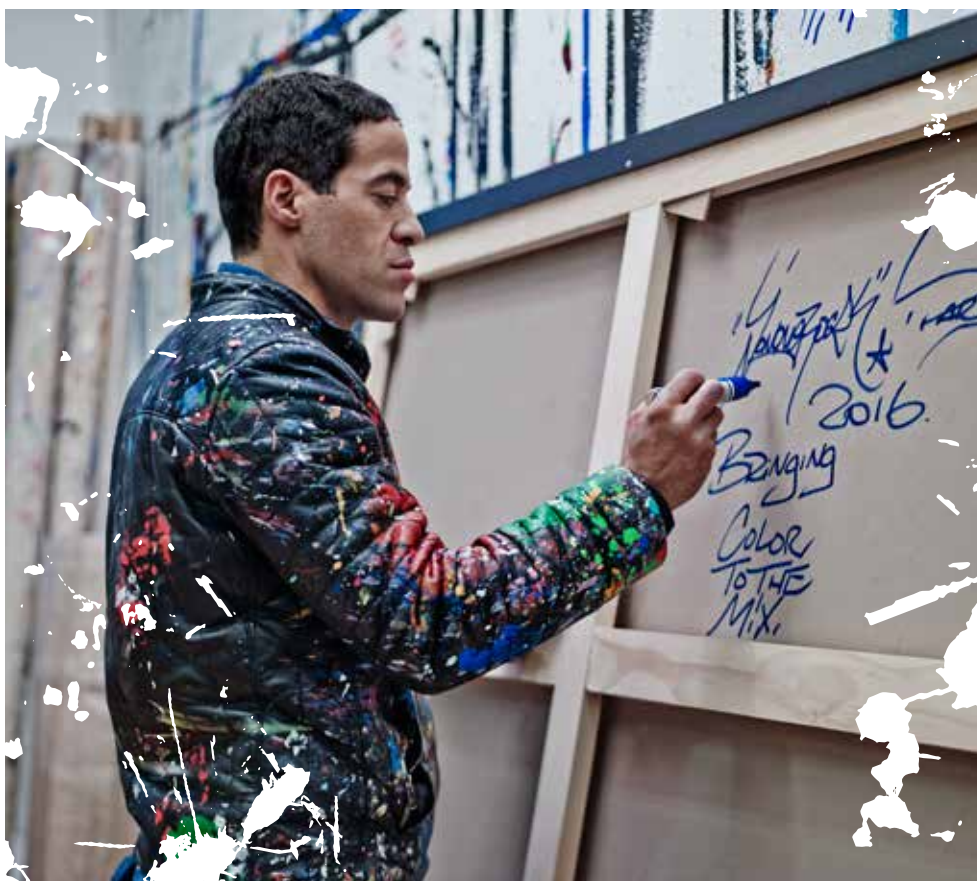


LIMITED EDITION BY

Jordan

Hennessy  
VERY SPECIAL

## ABOUT JONONE



Born in 1963 into a Dominican-American family, John Andrew Perello grew up in a rough neighborhood on the fringes of New York City. Sometimes, spray can in hand, he would unleash the airborne paint on a subway car, propelled by the same talent he would later deploy as the artist JonOne.

In 1987, an encounter with French street artists turned his life around. They encouraged him to move to Paris.

In 2015, 30 years after arriving, he received the Le-

gion of Honor—France's highest award.

Along the way, JonOne developed a style distinctive for the bright, pulsating colors coursing through his abstract compositions. Today, at 52, JonOne is at the top of his game, and one of the most esteemed artists of his artistic style.

JonOne's path to becoming an internationally renowned artist traces the arc of a dream built on passion, perseverance and compassion.

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JonOne



# Hennessy

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JOBLO

# HENNESSY & JONONE : BRINGING COLOR TO THE MIX



*For this collaboration for Hennessy Very Special there has been a genuine exchange between Hennessy and JonOne, brought alive by the artist's testimony.*

*"Blending eaux-de-vie is like blending colors"*

*"Actually, I had always wanted to do a bottle for Hennessy. I was familiar with the brand, and I had gone to parties they'd organized in New York when they had collaborated with other artists"*

*« Because I live in France, I have always known and respected Hennessy. The name embodies a certain tradition here. They represent artisanal know-how. They put their soul into their product, which is made in France, and I am very attached to it. But I have an appreciation for Hennessy that goes beyond consuming the spirits they make. For me, Hennessy is about crafting and exporting the best of France ».*

*« Just like Hennessy, I am someone who works in an artisanal way. I do my own work. Because my art is very personal. I have assistants who help, but they don't do the painting, just the things behind the scenes ».*

*« This collaboration reminds of the way I myself discovered art, not in the traditional way, at school, but through other pathways. That bottle can help expose people to my art without their first having to go to a museum or an art gallery. It helps make my art exciting in a whole new way ».*

*« The Hennessy project was challenging work, because I know what Hennessy's standards are, and how much they expect from an artist. But I look at this project as a long-term investment ».*

*« Originally, the idea was that I should design the label for the bottle of Very Special Cognac. For that, Hennessy gave me carte blanche. The project had few constraints, but there were some. They wanted me to integrate the symbol with the stars and the text "Hennessy 1765," but in my own style and my bright colours. Otherwise, I was totally free to do as I chose. In the end, I did not stray from how I usually paint. It is important to reach a balance, like a perfect blend, when you undertake to collaborate with such a brand. And they definitely acknowledge and respect what I do as an artist ».*



# Hennessy

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*Jake*

Hennessy  
VERY SPECIAL

# HENNESSY VERY SPECIAL LIMITED EDITION BY JONONE



Hennessy's skilled blending of flavors struck a chord with JonOne as he witnessed the world's finest Cognacs being crafted. An unusual "blend" of Harlem street edge and Parisian refinement himself, JonOne is well-versed in the delicate science of mixing oils, acrylics and spray paints.

The impact was frontal, but the head-on collision of seeming opposites quickly began to generate momentum as both Hennessy and JonOne found common values in their respective crafts.

Hennessy's "never stop, never settle" philosophy is shared ground for both parties. The art of blending at Hennessy, with its perpetual refining, resonated with JonOne, whose own artistic process involves ceaselessly sharpening his skills and constantly evol-

ving, while remaining authentic.

For both, artisanal craftsmanship is at the heart of their respective endeavors. The term "artisanal" perfectly describes Hennessy's approach to producing its Cognacs, always in small batches carefully measured for consistency of color and flavor. For JonOne, "artisanal" means working alone and composing his canvases by carefully dosing color and paint to convey a positive energy that jumps off the canvas.

For Hennessy, this collaboration has proved yet another fruitful experience. And for JonOne, the project by no means ended with the creation of this label. It has opened a window onto a new universe, allowing JonOne to express himself differently and to a whole new audience.

LIMITED EDITION BY

JonOne



Hennessy  
*VERY SPECIAL*

# ABOUT HENNESSY VERY SPECIAL



*Quintessentially Hennessy, Hennessy Very Special is a reference in the art of blending for its unique style. Hennessy Very Special is the modern incarnation of Hennessy's Three Star and the world's most popular Cognac. The union of warm-hearted and full-bodied flavors, Hennessy Very Special endures through the ages and seduces connoisseurs searching for a very special moment.*

## Tasting Notes

### *The Power of Blending*

*On the nose, Hennessy Very Special brings together an intense and fruity character with pleasant oaky notes. In the mouth, powerful flavors evoke grilled almonds, supported by the fresh, lively notes of the grapes.*

### *Fundamentally Hennessy*

*Demanding in its creation, yet immediately satisfying in its tasting, Hennessy Very Special marks its inimitable style across time. As a reflection of Hennessy's know-how, Very Special's 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.*

### *A Unique Moment*

*Share Hennessy Very Special to create a unique tasting moment. Savor it neat, on ice or with a mixer and reveal its character.*

LIMITED EDITION BY

*J. B. L.*

# Hennessy

VERY SPECIAL



LIMITED EDITION BY

JOBAR