

Symphonic Harmony in Paradis(e)

Hennessy opens a new gateway that discovers how Paradis is on Earth with Lang Lang in Dunhuang, China

April 2023 – This April, Hennessy Paradis journeyed to the far stretches of Dunhuang with its global brand ambassador and one of the world's most influential figures in classical music, Lang Lang. Together, they seek to discover the next iteration of Hennessy Paradis – Paradis is on Earth.

Paradis is on Earth

Inspired by symphonic music and majestic nature, Hennessy Paradis has been rolling out its “Paradis is on Earth” campaign, opening a new brand chapter and initiating a mindful elevation of cognac tasting aesthetics. The blissful moments from “Paradis is on Earth” can be heard in the musical notes of harmony surrounded by a landscape of beauty, enabling a sublime peace of mind.

With this aspiration, Hennessy Paradis has returned to its inspirational beginnings grounded in music. Hennessy Paradis brand ambassadors and musical virtuosos Lang Lang and Alicia Keys, both internationally renowned musicians with worldwide influence, have come together to unleash the power of their shared musical inspirations. In their new composition “Paradis on Earth”, they showcase a moving harmony of diverse styles and cultures. Taking place in a breathtaking landscape of beauty in the US for the campaign's kick-off, the collaboration resonates with the Paradis theme through majestic imagery, an original poem by Keys, and music that elevates the natural beauty of Hennessy Paradis's Symphony.

Exploring Dunhuang

To chase the bliss of paradise, Hennessy Paradis journeyed Dunhuang, known as the junction of where East meets West. This voyage expanded on the collaboration between Lang Lang and Keys, entering a dynamic dance of musicality, blending cultures and influences in the pursuit of harmonious resonance to craft Hennessy's vision of Paradis on Earth.

The majestic beauty of Dunhuang was woven into the tapestry of the experience to celebrate the new campaign. In the sweeping desert landscape, guests were immersed among the ancient and modern marvels, secluded in the corners of the desert where time is suspended and distilled into pure bliss.

In the canyon, the experience began as Lang Lang struck the first chords. He presented an original piano piece “PARADIS”, composed exclusively for Hennessy Paradis to endorse the beauty of harmony. Later, the eighth generation Master Blender Renaud Fillioux walked guests through a cognac tasting, enabling them to experience how the

perfectly balanced blend resonates with the music to craft Paradis on Earth. Completed with a unique afternoon banquet in the desert, guests were enveloped in the paradise that unites music, nature and the finest of cognacs.

Alicia Keys sent her greetings through video, then Lang Lang graced the keys again to play the song he composed with Keys, echoing nature's perfect harmony.

Hennessy Paradis and The New Carafe

Best expressing this moment of awe, Hennessy Paradis was presented in its newly-designed carafe, making its China debut. The ultra-luxury champagne colored oak giftbox serves as a perfect match for the iconic decanter silhouette.

Hennessy Paradis was born in a legendary place, Paradis Cellars, making itself an iconic product of Hennessy Editions Rares. Inspired by the musical harmony, the sixth generation Master Blender Maurice Fillioux has bestowed his passion into the infinitely nuanced and harmonious blend of the eaux-de-vie.

Harmony is a dynamic equilibrium, a free state that captures the imagination of all. Hennessy Paradis continues its pursuit of harmony by reconceiving the exploration of artistic and musical fields, merging their beauty with nature to discover that Paradis is on Earth.