

Hennessy

PARADIS
IMPERIAL



HENNESSY
PARADIS IMPERIAL
CELEBRATES
PRECISION IN
CRAFTSMANSHIP

A distinctive new crystal decanter
and a specially crafted trunk honor
a passion for excellence and precision

In Hennessy's cognac collection, one blend stands out as the jewel in the crown. Hennessy Paradis Imperial commemorates a passion for precision and celebrates the time-honored art of selection, a method perfected by the Fillioux family of Master Blenders for eight successive generations. The result is a forward-looking cognac, born of a respect for heritage and blended for absolute modernity. In honor of Paradis Imperial's unique legacy, the Maison Hennessy is pleased to unveil an exquisite new decanter in pure crystal designed by the internationally acclaimed artist [Arik Levy](#).

To further celebrate this new design, the House will also unveil an exceptional creation: the [Hennessy Paradis Imperial Trunk](#), created by [Louis Vuitton](#). As a multifaceted and complementary tribute to excellence, these extraordinary works of craftsmanship represent a distinctive way of looking at the world, informed by discerning taste and an affinity for travel and adventure.



HENNESSY PARADIS IMPERIAL



Singling out the finest eaux-de-vie for exceptional cognacs is not just a science — it is an art, and in Paradis Imperial, the Hennessy art of selection reaches its apogee. “Without my predecessors’ passion and savoir-faire, Paradis Imperial would never have been possible,” says Renaud Fillioux de Gironde, Hennessy’s eighth-

generation Master Blender. Thanks to the inestimable savoir-faire passed down, year after year, through eight generations of the Fillioux family, Renaud Fillioux de Gironde has inherited the privilege of working with one of the most priceless, exquisite eaux-de-vie libraries in the world.

“Striving for the greatest precision possible is what inspires me most: I want to craft blends that are worthy of Hennessy’s unique legacy.”

Renaud Fillioux de Gironde



In the Founder's Cellar, eaux-de-vie destined for Hennessy's greatest cognacs lie patiently, stored in oak barrels and dame-jeannes, until the time is right.

Selecting only eaux-de-vie of extreme finesse is a feat of such precision that, on average, in any given harvest, only 10 out of every 10,000 are deemed elegant enough to one day become part of Hennessy Paradis Imperial. When is an eau-de-vie ready to become a part of Hennessy's most precious cognac? Only a Master Blender can define that moment.

Relying on precise tasting techniques and a unique lexicon of sensorial memories inherited from previous generations, the Master Blender patiently guides the eaux-de-vie to their apogee, known at Hennessy as the 'point of elegance'. Arriving at this decisive moment represents a special kind of alchemy, a nearly mystical marriage of science and art. The result is a strikingly contemporary blend of unexpected contrast and ethereal grace, with a dazzling golden hue. It features a light structure, with a delicate yet persistent finish.



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THE NEW HENNESSY PARADIS IMPERIAL DECANTER

A GEM-LIKE SETTING
BY ARIK LEVY

EXCEPTIONAL GEMS DESERVE EQUALLY DAZZLING SETTINGS.

In this spirit, the Maison Hennessy invited the internationally acclaimed contemporary artist and designer Arik Levy to create a precious new decanter for Paradis Imperial.

Working hand-in-hand with master crystal cutters, the artist created a gem in its own right. This striking vessel is a sensitive yet daring balance of curve and tension, with a faceted design that captures subtle variations in

lighting to enhance the cognac's golden color.

For this special presentation of Hennessy Paradis Imperial, Arik Levy also created the service ritual for even more precision in pouring, measuring and tasting. The elements include gloves, crystal vials, a corolla for pouring and crystal tulip glasses for tasting, inspired by the tools used by the Hennessy Tasting Committee during its daily ritual.

“To tell the story of Hennessy Paradis Imperial, I investigated and found inspiration in Hennessy's DNA.”

Arik Levy



THE HENNESSY PARADIS IMPERIAL TRUNK

FROM A PASSION FOR PRECISION, EXCELLENCE IS BORN

Hennessy is proud to unveil the Hennessy Paradis Imperial Trunk, a special creation realized by the master craftsmen at Louis Vuitton.

Designed to hold four magnums of Hennessy Paradis Imperial, it features an unexpected trunk-within-a-trunk construction: a single-magnum travel case nestled within the body of the trunk. Thanks to this configuration, parties of up to 18 people may appreciate Hennessy Paradis Imperial together.

As an ensemble, the cognac, decanter, trunk and service ritual embody a lifestyle and a way of looking at the world; they reflect a contemporary quest for exceptional pieces especially crafted for sharing remarkable experiences.

A taste for travel and adventure that has not only brought Hennessy worldwide renown, it continues to create bridges in myriad ways, opening up exciting new cultural experiences for the Maison and its clients. As the ultimate tribute to precision and innovation, the Hennessy Paradis Imperial Trunk celebrates the shared passion and savoir-faire that are the signature of LVMH.

The Hennessy Paradis Imperial decanter is priced at 2 800 euros (recommended resale price). The Hennessy Paradis Imperial Trunk and Nomad Case by Louis Vuitton are available on special order. Prices upon request.



HENNESSY PARADIS IMPERIAL

AN IMMERSIVE
EXPERIENCE
IN COGNAC



THE QUEST

At Hennessy's seat in Cognac, a special tour has been designed in honor of Hennessy Paradis Imperial. The new circuit, to be inaugurated in April 2019 includes exclusive access to the Founder's Cellar to experience the immersive artwork "The Quest", designed by the artistic collective Marshmallow Laser Feast.

Created in a tribute to the Hennessy Master Blender's savoir-faire and his quest for ultimate precision, this installation brings a magical, immersive experience to Hennessy's historic Founder's Cellar and illustrates how Hennessy Paradis Imperial is truly a cognac for the third millennium.

An exclusive two-hour experience, the Paradis Imperial tour is reserved to two participants per visit. The tour includes two tastings — one of eaux-de-vie to illustrate the art of selection, and one to experience the complete tasting ritual for Hennessy Paradis Imperial. Tours are available by reservation only, from April to October. Price: 300 euros per person for a minimum of two people.



ABOUT ARIK LEVY



© Arik Levy

«Creation is an uncontrolled muscle»
according to Arik Levy (born 1963).

An artist, technician, photographer,
designer and video artist, Levy is
a talent of multi-disciplinary skills,
and his work appears in prestigious
galleries and museums worldwide.
Best known to the public for his
sculptures – such as his signature
Rock pieces –, installations,
limited editions and design, Levy
nevertheless feels «The world is
about people, not objects.»

A native of Tel Aviv, Israel, and
a graduate of the Art Center
Europe in Switzerland, Levy has
lived and worked in Japan. He
currently works in his studio in Paris
where his projects range from set
design for dance and opera, to
industrial design, public sculpture,
complete environments that can
be adapted for multiple uses, and
bespoke creations for the Maison
Hennessy. «Life is a system of signs
and symbols,» he says, « nothing is
quite as it seems.»

“Life is a system of signs and symbols,
nothing is quite as it seems.”

Arik Levy

ABOUT LOUIS VUITTON



Since 1854, Louis Vuitton has brought unique designs to the world, combining technical innovation with style and always aiming for the finest quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of Travel” through luggage, bags and accessories that were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing new expressions of its creativity through ready-to-wear, footwear, accessories, watches, jewelry, stationery and writing implements and, now, perfume. These meticulously designed products are testament to Louis Vuitton's commitment to the highest quality craftsmanship.

ABOUT HENNESSY



The leader in Cognac, the Maison Hennessy has shined 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 130 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

from generation to generation. The first wine and 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.

Please drink responsibly - Not for France

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