

EVENTS/CAUSES

Moët Hennessy shows innovation supports first all-solar flight

February 13, 2015



Solar Impulse S12

By STAFF REPORTS

Moët Hennessy is expressing its “pioneering spirit” as the official partner of the Solar Impulse project, which will soon make the first flight around the world to use only solar power.

[Sign up now](#)

Luxury Daily

Beginning around March 1, a Solar Impulse prototype, S12, will take off on an eleven-stop trip touring the globe. In addition to celebrating innovation within the wine and spirit houses, this enables Moët Hennessy to bring its green efforts to the forefront.

First in flight

Moët Hennessy brands all use materials and resources from the earth. The wine and spirits arm of LVMH works to achieve sustainable agriculture, energy, water and effluents, reduce ecological waste, create ecological design, enact a green supply chain and choose responsible providers.

In addition to supporting S12's flight, Moët Hennessy is the host partner of the Monaco Control Center which will serve as the base for engineers, scientists and meteorologists to oversee the project.

As part of the partnership, the Moët Hennessy logo is included multiple times on the plane's wings.



Solar Impulse SI2

In a brand statement, the group explained, “Moët Hennessy brands all share the pioneering spirit and drive to excel that inspire the Solar Impulse project - the only airplane with unlimited autonomy, powered by solar energy - making this a natural partnership. MoëtHennessy houses have developed and thrived thanks to the talent and vision of their people, who have always been inspired by a quest for adventure and discovering new territories.”

Other arms of LVMH have shown their dedication to innovation.

LVMH is looking to become the foremost innovator in the luxury beauty and cosmetics markets with insights supplied by a new research and development center called Hélios.

Hélios is dedicated to research, development and creation of expertise, bringing together 250 experts from places such as the beauty and cosmetics wings of brands including Christian Dior and Givenchy. The center will delve into more than 20 fields of research and generate new patents and processes that may shake up the beauty and cosmetics industries ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.