

ADVERTISING

## Louis XIII touts “mastery of time” until 2115, and beyond

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*Louis XIII cognac*

By JEN KING

Cognac-maker Louis XIII has produced a campaign film that is #NotComingSoon.

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Fittingly titled "100 Years – The Movie You Will Never See," Louis XIII's concept is taken from the strategy found across sectors that promotes the craftsmanship behind the wares produced by luxury houses. For Louis XIII, the film, which tells the story of its cognac, will not be fully released until the year 2115, or four generations in the future, the same time it takes to create the spirit.

"Creating Louis XIII requires mastering both the art of the craft and the mystery of time," said Francois Grouiller, managing director and Laurent Leccia, creative director of **FF New York**. "It's very complex and precise. It's a form of artistry that inspired us to collaborate with iconic artists.

"We were also inspired by the fact that each decanter of Louis XIII takes generations of cellar masters over 100 years to craft," they said. "So the cellar masters have to ask themselves: what am I gifting to the four next generations?"

"In that sense, their choices are not just theirs. They're responsible for the legacy, and humbled by what the previous generations gifted them. Nobody wants to break the chain of trust and perfect quality. We thought this dynamic relationship between the past, the present and the future has to be at the heart of our artistic project."

**Louis XIII** is distilled by spirits brand Rmy Martin.

Four generations in the making

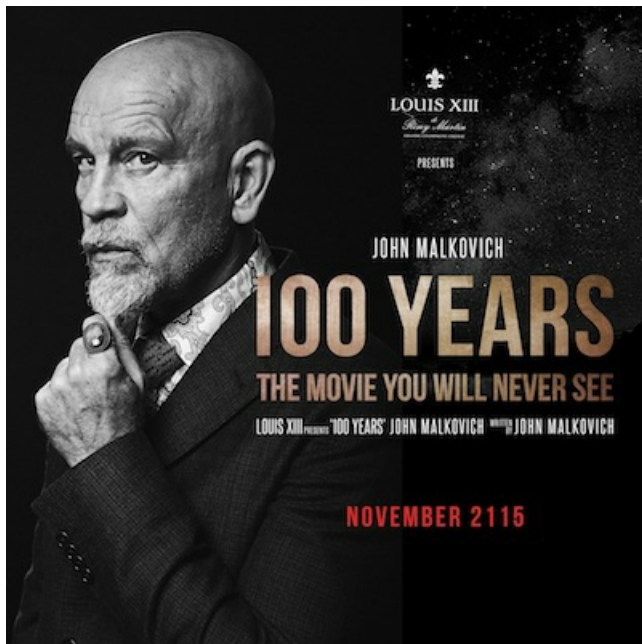
For the effort, Louis XIII worked with creative agency FF New York on a film that will be released a century from now. The film stars actor John Malkovich and was directed by filmmaker Robert Rodriguez.

Despite sharing the star and director, Louis XIII has remained mum on the plot. But, the cognac-maker has shared that Mr. Malkovich wrote the film in its entirety and Mr. Rodriguez has been referring to 100 Years – The Movie You Will Never See as "emotionally-charged."

"It's indeed important for luxury companies to be transparent about the way their products are made, about their social responsibilities," Mr. Grouiller and Mr. Leccia said. "But when it comes to the brand, it's different.

"The most iconic luxury brands have the power to trigger our imagination," they said. "They need a sense of mystery.

"It's more and more critical, because nowadays everything is out there, everything is available on Google, everything is on-demand. By deciding not to show our film before 2115, we wanted to ask the question: Isn't the mystery of time the ultimate luxury?"



*Poster for 100 Years – The Movie You Will Never See*

In a behind-the-scenes trailer and interview with Mr. Malkovich, the viewer gains some sense of what the plot will be about as the actor says that envisioning the future was a primary objective during the creative process.

In a statement, Mr. Malkovich said, "When I was first approached I really loved the idea. I mean, in a way I wish all the films I made wouldn't have been seen for a hundred years. I don't know how much that would change the way in which they will be regarded."

Interestingly, this is the sentiment shared by a Louis XIII's cellar master, who dedicates his lifetime to creating a cognac he will never experience firsthand.

Snippets shared show Mr. Malkovich in a future setting with plant overgrowth and another area that is urban and accented by neon lights during the night, but gritty and plain during the day. The behind-the-scenes peek shows how these shots were created through the use of green screen technology.

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To ensure that 100 Years – The Movie You Will Never See is not leaked between now and 2115, a single copy of the film has been placed in a state-of-the-art safe created in partnership with Fichet-Bauche, a French safe and vault manufacturer.

The safe created by Fichet-Bauche is the first high-end vault to be created that does not open using a key or code. Rather, the safe will only open when the countdown is complete on Nov. 18, 2115.

As a precursor to the actual film premiere, Louis XIII invited actors and influencers including Mr. Malkovich, Mr. Rodriguez, Leonardo DiCaprio, Serena Williams, Solange Knowles and Jamie King, among others, to an event celebrating the "avant-garde cinematographic project."

To ensure an audience for the 2115 debut of the film, Louis XIII has sent 1,000 exclusive invitations to consumers around the world. These invitations are intended to be passed down to descendants, 100 years from now, to attend the premiere held at the House of Louis XIII in Cognac, France.

On the Louis XIII Web site consumers can view additional video content surrounding the film. As of press time these include a trailer and behind-the-scenes with a piece on the Fichet-Bauche safe and an interview with Mr. Malkovich to come.

Message in a bottle

Spirits brands have looks to preserve legacy by creating time capsule initiatives.

For instance, LVMH-owned cognac maker Hennessy took on a theme of transmission for its 250th anniversary as it

looks toward future endeavours.

On the cognac brand's Web site consumers could explore Time Barrel, a user-generated content time capsule of sorts. Consumers were encouraged to upload a profile picture, an original image and a message that defines this moment in time.

By doing so, Hennessy explains that message will be left for future generations and that contributions will become a part of the brand's tradition of creativity. Messages from around the world will then be shareable via Facebook, Twitter, Pinterest and email ([see story](#)).

In an effort by LVMH-owned Veuve Clicquot, the brand took inspiration from an unintended source of preservation. Veuve Clicquot created a cellar in the Baltic Sea to age its Champagnes in a dark and cool location.

The venture started when a ship wreck with bottles of Veuve Clicquot, dating back to 1839, was discovered by divers in 2010 and the Champagnes held their taste. The brand decided to place a cellar in the sea to try to replicate the tastes ([see story](#)).

Although 100 Years – The Film You Will Never See will not be viewed by this generation, Louis XIII has gained notoriety and brand awareness from such a buzzworthy effort.

"Today's culture is about instant gratification, about consuming everything now, about 'real-time entertainment,' about being the fastest But too often, speed trumps quality," Mr. Grouiller and Mr. Leccia said.

"This concept goes in the exact opposite direction," they said. "It says, 'Hey, there is something that exists, a film that was shot, made by great artists... it's here but guess what: you won't see it before 100 years.'"

"It's the movie that you'll never see. It's such an oddity that everyone talks about it. Luxury audiences always love to be surprised, so, paradoxically enough, sometimes we need to go against a trend to be truly remarkable."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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