

COMMERCE

Hennessy bottles savoir-faire to commemorate brand changeover

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Hennessy.8

By STAFF REPORTS

LVMH-owned cognac maker Hennessy is creating a drinkable representation of its transition from one master blender to the next.

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The house's current expert Yann Fillioux is stepping down from his position, handing down the reins and his knowledge to his nephew Renaud Fillioux de Gironde. Both master blenders have teamed up to develop Hennessy.8, a limited-edition cognac that shows the passing of tradition and know-how through generations.

All in the family

The eight in Hennessy.8 symbolizes the eight generations of master blenders who have been at the helm of Hennessy's spirits. Within Hennessy.8 are eight different brandies, seven of which were chosen by Mr. Fillioux to embody seven of the master blenders.

Mr. Fillioux's chosen successor, Mr. Fillioux de Gironde, picked the eighth eaux-de-vie. The next master blender will represent the eighth generation of his family to serve in the position. He has been on Hennessy's tasting committee for 14 years, giving him experience for his next role.



Renaud Fillioux de la Gironde and Yann Fillioux

"As Hennessy's seventh-generation master blender, Yann Fillioux has honored the tradition shared by the Hennessy and Fillioux families for 250 years, and he has done so with talent, vision and respect," said Bernard Peillon, CEO of Hennessy, in a brand statement.

"It is with great emotion that we witness the passing of the torch to his nephew, Renaud Fillioux de Gironde, who will bring his own vision to the Maison Hennessy and ensure that its savoir-faire is carried safely into the future."

The 250 Hennessy.8 carafes were designed by artist Arik Levy, who created a shape with eight inset rings. Made out of hand-blown Baccarat crystal, each bottle is numbered and signed by the artist.

Recognizing the important role employees play in the craftsmanship of fine spirits, other Mot Hennessy houses have put the spotlight on the individuals behind their products.

For one, Champagne brand Veuve Clicquot profiled a number of its employees in a video series that celebrates the talents behind a flute of bubbly.

Housed on the brand's Web site, the "We Are Clicquot" series consisted of five episodes capturing different vineyard roles to take a new spin on the notion of a craftsmanship video. While craftsmanship videos are immensely popular among luxury houses, showcasing employees in a candid fashion personalizes a brand and its offerings through the creative insights shared by the featured individuals ([see story](#)).

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