

FOOD AND BEVERAGE

Hennessy inks partnership with tattoo artist for limited-edition bottle

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Hennessy Very Special Limited Edition

By STAFF REPORTS

LVMH-owned Hennessy is exploring the parallels between the crafts of tattooing and cognac making through a special edition.

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The sixth artistic collaborator for Hennessy's Very Special Limited Edition bottles is Scott Campbell, a New York-based tattoo artist and owner of Brooklyn's Saved Tattoo parlor. While Mr. Campbell's and Hennessy's respective disciplines may initially seem disparate, the creation of the bottle from inspiration to production revealed similarities.

In conversation

To form the basis for his design, Mr. Campbell traveled to Cognac, France. Here, he discovered that his work and Hennessy's have more in common than he thought, with an element of human touch evident in both crafts.

From there, the artist perused notes and drawings by James Hennessy, the second-generation cognac maker in the 250-year-old house.

"When you know who an artist is, you can understand his story," Mr. Campbell said. "When you have a personality to react to, the experience becomes so much deeper.

"When you see an artifact of a person's life, you connect with it more," he said. "Given that the House is 250+ years old, you could say that Hennessy is the oldest personality I've ever tattooed!"

Taking inspiration from Mr. Hennessy's love of travel and freedom, Mr. Campbell created a wing design that is reflected in the bottle. Looking at it as a dialogue between him and Mr. Hennessy, the historic cognac maker's handwriting also served as a muse.



Deluxe edition

Along with the 750 ml bottle, retailing for \$35, Hennessy has produced deluxe sets that include a numbered flask and leather sleeve, sketchbook containing drawings by Mr. Campbell and a keepsake booklet housed in commemorative wooden boxes.

Celebrating the collaboration, Mr. Campbell will tour the United States with Hennessy beginning in July, making stops in Los Angeles, Chicago and New York.

Hennessy's series of artistic collaborations has enabled it to pique interest from collectors and brand loyalists, sometimes for a good cause.

The label appealed to philanthropic cognac drinkers with limited-edition magnum bottle of Hennessy V.S with label artwork designed by renowned Brazilian artists Os Gmeos.

Proceeds from the limited-edition bottle, which was available only at select retailers, benefited Brazilian charity Reciclazaro. With spirits among one of the most gifted items during the holiday season, Hennessy likely saw a rush of interest in this bottle due to its connections to both art and charity ([see story](#)).

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