

FOOD AND BEVERAGE

Hennessy enlightens connoisseurs on cognac history with publishing debut

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Maurice Hennessy in the cellars in Cognac

By STAFF REPORTS

LVMH-owned Hennessy is delving into its heritage through a book that combines humor and heritage.

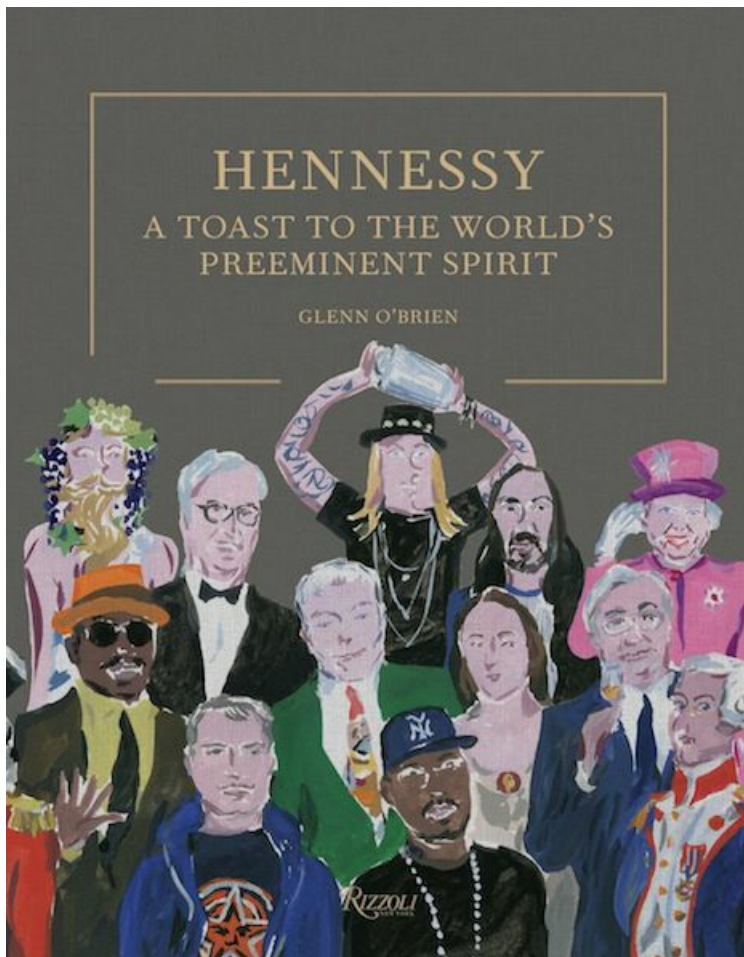
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"Hennessy: A Toast to the World's Preeminent Spirit," penned by essayist Glenn O'Brien, delves into the lifestyles associated with Hennessy throughout its centuries-long story that began in 1765. While Hennessy has educated consumers on its history before through other initiatives, publishing this look at its house over the years gives fans something to hold onto.

Open book

Hennessy's 240-page book contains text mingled with illustrations by Jean-Philippe Delhomme and archival imagery. Mr. O'Brien, who specializes in topics such as fashion, pop culture, art and music, became a global name through his syndicated column "The Style Guy."

The author interviews Maurice-Richard Hennessy, who represents the eighth generation of Hennessy in the family business, who acts as Hennessy's global ambassador. Mr. O'Brien also charts the growth of Hennessy's presence as well as some of its early uses, such as its place in medicine.



Hennessey: A Toast to the World's Preeminent Spirit cover

The cognac, a favorite of both executives in the 1960s advertising world and today's hip-hop artists, has had a varied history. In addition to Mr. O'Brien's words, the book gathers personalities such as Shepard Fairey, Nas, Futura, Fab 5 Freddy, Arik Levy and Todd Selby to share their perspectives on the brand.

Priced at \$55, the book published by Rizzoli will be released in February.

While digital is increasingly the chosen channel for content, print still holds a significant place in luxury branding.

For instance, department store chain Barneys New York celebrated the timeline of its almost century-long business through its print debut.

"Barneys New York," published by Rizzoli, looks at the retailer's impact on the city of New York and the fashion industry through a mix of photographs and quotes from famous fans of its stores. For Barneys, this first tome offers a chance to educate consumers on its heritage and brand story in a long-form medium ([see story](#)).