

FOOD AND BEVERAGE

## Hennessy visualizes layers of flavors, aromas in JonOne-designed bottles

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Paris-based JonOne is the latest Hennessy V.S artist collaborator. Image courtesy of Hennessy

By STAFF REPORTS

LVMH-owned cognac maker Hennessy is bringing color to the mix for the seventh annual Hennessy Very Special Limited-Edition bottle for 2017.

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Each year, Hennessy aligns itself with internationally renowned artists to design the label of its V.S cognac bottle. Launching in July, and distributed to nearly 50 global markets, the 2017 Hennessy V.S limited-edition bottle will feature artwork by artist JonOne, following 2016's collaboration with tattoo artist Scott Campbell ([see story](#)).

### Colorful layers

Hennessy selected JonOne as this year's bottle collaborator due to the artist's "kindred spirit." JonOne splits his time between his native Harlem and his home in Paris and the global art scene.

In 2016, JonOne collaborated with LVMH-owned perfume house Guerlain on a limited-edition bottle project ([see story](#)).

Throughout his rise in recognition and popularity, JonOne has remained true to himself, has pushed boundaries and defied definitions, all qualities Hennessy identifies with as a brand.



*JonOne is known for his paint-splatter style. Image courtesy of Hennessy*

When the LVMH spirits brand invited JonOne to the town of Cognac, France, to visit the historic home of Hennessy, the artist connected to the area's atmosphere and passion for creation.

"When you speak to people at Hennessy who love what they do, it resonates," JonOne said in a statement. "I can relate to that emotion. They create beauty with their own hands; they know the joy of creation.

"For them and for me, it's not just a job, it's a part of your life," he said.

JonOne's V.S artwork for Hennessy mirrors the elaborate process of crafting cognac. The artist layered his freestyle splashes of color with Hennessy imagery to reflect the layering of flavors and aromas created during the cognac blending process.

Hennessy will begin distributing the bottles in a limited run June 26, with 750ml Hennessy V.S bottles retailing for \$35.



*Hennessy V.S. Limited-Edition JonOne bottle. Image courtesy of Hennessy*

A gift set will present the Hennessy V.S bottle in an oversized paint can with JonOne's iconic tag. The set will be sold for a suggested retail price of \$200.

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