

FOOD AND BEVERAGE

## Hennessy shows off scrupulousness in creating Paradis Imperial

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*Hennessy's Made of Precision*

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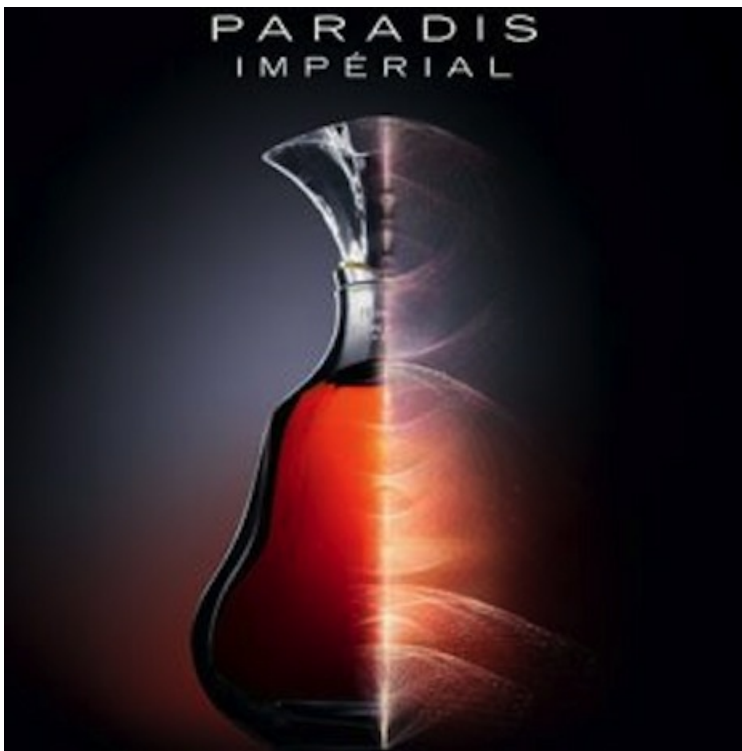
LVMH's Hennessy has taken its advertising to a global scale and is using data capturing to maximize its efficiency.

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A series of photography will be shared on digital outlets and beyond on a worldwide scale. Hennessy's Paradis Imperial cognac is being promoted in the "Made of Precision" initiative, its first global campaign.

Made of precision

Special photographs that show off the precision of creating and blending the Hennessy Paradis Imperial will be shared across the world in its first global campaign.



*Hennessy's Paradis Imperial*

Hennessy's campaign follows the cognac maker's transition from one master blender to the next.

The house's previous 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 first teamed up to develop Hennessy.8, a limited-edition cognac that shows the passing of tradition and know-how through generations ([see more](#)).

Three photographs will be shared for the "Made of Precision" campaign for Paradis Imperial in which data capturing was used. Images show symbols fading into a fully finished Hennessy Paradis Imperial bottle.



*Image from the "Made of Precision" campaign*

Each image is an illustration of a step in the process to creating the Hennessy Paradis Imperial.

Each bottle of the Paradis Imperial is made much more meticulously than any other Hennessy bottle.

Only ten out of 10,000 cognac made will be a prospective for the Paradis Imperial name. The special Hennessy is created with mature oak casts, and is lighter than other Hennessy.

Previous campaigns

Hennessy's "Made with Precision" campaign follows another interesting campaign for one of its limited edition bottles.

The cognac-maker brought color to the mix for the seventh annual Hennessy Very Special Limited-Edition bottle for 2017.

Each year, Hennessy aligns itself with internationally renowned artists to design the label of its V.S cognac bottle. Launching this month, 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](#)).