

FOOD AND BEVERAGE

Pharrell Williams pens piece for Louis XIII's climate appeal

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Promotional image for Pharrell Williams' "100 Years" track for Louis XIII. Image credit: Louis XIII

By STAFF REPORTS

Louis XIII de Rmy Martin is looking towards the future with a musical composition that will not be heard for a century.

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The cognac maker's "100 Years The Song We'll Only Hear If We Care" project tapped musician Pharrell Williams to write a piece that will be released in 2117. The stunt aims to bring attention to climate change, with the recording's premiere dependent on collective efforts to slow global warming.

"I love the fact that Louis XIII thinks a century ahead," said Mr. Williams in a statement. "We should all do the same for the planet.

"We have a common interest in preserving nature for the future," he said. "Each bottle is the life achievement of generations of men and women. It's all about legacy and transmission."

Sustainable song

Mr. Williams debuted 100 Years at a private event for 100 invited guests in Shanghai. Aside from this one-time performance, the track will not be heard for another century.

Louis XIII fashioned a record out of clay from the brand's vineyard in the Cognac region of France. The song was recorded onto this record and then stored in Louis XIII's cellars in a Fichet-Bauche safe that can only be destroyed when submerged in water.

The brand intends for this to be a wake up call about climate change, spurring individuals to change their behaviors to avoid predicted effects. Scientists have estimated that in 100 years, much of the earth's surface may be covered in water, which would ruin the recording.

"We are incredibly proud of this innovative project," said Ludovic du Plessis, global executive director of Louis XIII, in a statement. "Nature and time are at the heart of what we do.

"If the environment is unstable, even the greatest cellar master would not be able to compose the exceptional blend

that is Louis XIII," he said. "Global warming is one of the most important issues of the 21st century. With 100 Years - The Song We'll Only Hear If We Care, we hope to inspire people around the world to take action."

Louis XIII Cognac presents 100 Years by Pharrell Williams (English)

In addition to its song that will be released in the future, Louis XIII also produced a campaign film that is #NotComingSoon.

Fittingly titled "100 Years – The Movie You Will Never See," Louis XIII's concept is taken from the strategy found across sectors that promotes the craftsmanship behind the wares produced by luxury houses. For Louis XIII, the film, which tells the story of its cognac, will not be fully released until the year 2115, or four generations in the future, the same time it takes to create the spirit ([see story](#)).

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