

FOOD AND BEVERAGE

## Marc Newson puts contemporary spin on Hennessy X.O decanter

November 27, 2017



*Marc Newson with his collaborative Hennessy X.O decanter. Image credit: Hennessy*

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By STAFF REPORTS

LVMH-owned cognac maker Hennessy has tapped the design savoir-faire of Marc Newson for a limited-edition bottle collaboration.

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Marc Newson, the Australian industrial designer behind Apple products, was invited by Hennessy to reinterpret its X.O cognac decanter. Hennessy limited-edition collaboration with Mr. Newson is intended to amplify the 1870 blend created by Maurice Hennessy, which has not been changed since its inception.

### Furrows of the vineyard

In addition to his work with Apple, alongside design partner Sir Jony Ives, Mr. Newson projects have been exhibited at New York's Museum of Modern Art, the Victoria & Albert and the Design Museum in London as well as Paris' Centre Pompidou.

The X.O decanter marks the second time Mr. Newson has been invited to collaborate with Hennessy. In 2015, Mr. Newson designed a decanter for the brand's James Hennessy Cognac.

For the latest project, Mr. Newson took a contemporary lens to the X.O decanter. In doing so, Mr. Newson joins other creative talents, such as Arik Levy and Tom Dixon, that have shared their perspective of the cognac.



*Hennessy x Marc Newson Hennessy X.O decanter in its clear gift box. Image credit: Hennessy*

Mr. Newson's bottle interpretation updated Hennessy's traditional motif. Instead of its usual grapes and leaves, Mr. Newson placed straight lines on the decanter to echo the furrows dug in vineyards.

The design "emphasizes the strength of the decanter's shape, highlighting both the bottle and the contents," Mr. Newson said.

Hennessy's Mr. Newson designed decanter is presented in a transparent gift box. Also designed by Mr. Newson, the packaging is created using a cutting-edge manufacturing process.

The gift box's ergonomic shape fits the decanter and is molded in a complex plastic. The material is being used by Hennessy for the first time for the collaboration.

*Hennessy X.O By Marc Newson - Interview by Wallpaper*

Mr. Newson has worked with a number of luxury brands including Jaeger-LeCoultre for a (RED) charity effort ([see story](#)) as well as the annual lobby Christmas tree display in London hotel Claridge's ([see story](#)).

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