

FOOD AND BEVERAGE

Hennessy visualizes flavors in film and bricks-and-mortar

December 5, 2017



Hennessy X.O. Image credit: Hennessy

By BRIELLE JAEKEL

LVMH's Hennessy has created a visual representation of its iconic X.O cognac in a holiday initiative that helps buyers with one-of-a-kind gifts for the season.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A limited-time pop-up store for Hennessy has opened in the Shops at Columbus Circle in New York. The special store engraves complimentary messages on its bottles of purchased XO, in a store that brings its notes to life.

Film and store

The small enclosure in The Shops features visual representations of the flavors featured in the cognac. A special film features a visual artful look at the Hennessy product.

Elevated iced tea. Hennessy X.O and tea-infused ice cubes make the perfect holiday gift set.

pic.twitter.com/GEIF09P8hC

Hennessy US (@HennessyUS) **December 1, 2017**

Created by film director Nicolas Winding Refn alongside a score by composer Cliff Martinez, the video takes viewers on a senses-filled journey.

The film is broken up into chapters, beginning with Sweet Notes as the first, with footage of what seems to be a woman in a body of water. Chapter Two shows "Rising Heat" with images of what seems to be a desert and a golden painted man staring in a mirror.

Chapter Three, "Spicy Edge," depicts a motorcycle shop and bikers. Powerful faces and a hand on fire represent "Flowing Flame," Chapter Four.

A man completely submerging himself in chocolate shows "Chocolate Lull" and a dark fairy tale-like forest exploding is for "Wood Crunches."

The finale features a man drinking Hennessy on the rocks, labeled "Intimate Echos."

At Hennessy's pop-up, the brand will be engraving bottles that consumers have purchased, as a complimentary holiday gift. The purchase also comes with a candle from Diptyque.

Hennessy marketing

Hennessy similarly 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 in July, and distributed to nearly 50 global markets, the 2017 Hennessy V.S limited-edition bottle featured artwork by artist JonOne, following 2016's collaboration with tattoo artist Scott Campbell ([see more](#)).

Hennessy also took its advertising to a global scale and is using data capturing to maximize its efficiency.

A series of photography was shared on digital outlets and beyond on a worldwide scale. Hennessy's Paradis Imperial cognac was promoted in the "Made of Precision" initiative, its first global campaign ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.