

FOOD AND BEVERAGE

Hennessy debuts Marc Newson design at DFS

June 25, 2018



Hennessy is exclusively launching its Marc Newson collaboration at DFS. Image credit: Hennessy

By STAFF REPORTS

LVMH-owned retailer DFS is teaming up with cognac maker Hennessy to offer travelers at Singapore's Changi Airport early access to an artist collaboration.

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For the second time, Hennessy has worked with Marc Newson to create limited-edition decanters. Within the strong travel retail market, spirits have been a particular interest, as blockbuster sales and events put a focus on the category ([see story](#)).

"We are very excited to partner with DFS Group and Changi Airport for the second time in a row to build on the successful Limited Edition launch of 2017 and introduce this year's Hennessy X.O Limited Edition by Marc Newson," said Vanessa Widmann, managing director of travel retail Asia Pacific at Mot Hennessy, in a statement. "With its impactful design, I strongly believe that the limited-edition makes for the perfect gift for travelers."

Decanter debut

Hennessy and Mr. Newson previously collaborated on an X.O decanter in 2017. Coming together again, the partners are debuting a Hennessy X.O 2018 limited-edition.

The decanter is a golden color with hints of rose. The bottle is also decorated with reliefs depicting grapes and leaves.

Mr. Newson designed a gift box for the decanter, which is rendered by using injected plastic. The technique and material is more commonly used for perfume bottles.



Hennessy display at DFS in Changi Airport. Image courtesy of DFS

At DFS, shoppers can explore the partnership through digital content. Scanning a QR code on the decanter brings up a 360-degree video.

Consumers will also have a chance to virtually interact with Mr. Newson through the experience.

"DFS is proud to partner with Mot Hennessy on this very special release that perfectly combines modern design with exquisite taste," said Brooke Supernaw, DFS Group senior vice president spirits, wine, tobacco, food and gifts, in a statement. "We look forward to offering our traveling customers at DFS, Singapore Changi Airport exclusive access to this fine product until the end of June."

DFS also embraced Michael Kors' jet-set lifestyle through exclusive products and in-store enhancements.

This past September, DFS' T Galleria locations hosted an exclusive Michael Kors collection of men and women's apparel and accessories, including an edition of the Mercer handbag, which was only found at DFS this fall. DFS often works with brands to curate duty-free shopping experiences because of travel retail's mass appeal to consumers making their way through airport terminals ([see story](#)).

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