

FOOD AND BEVERAGE

## Top 10 food and beverage efforts of H1 2018

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*Hennessy collaborates with Alexandre Farto. Image credit: Hennessy*

By DANNY PARISI

A key trend in the luxury food and beverage sector this year has been collaborations with brands and individuals from other sectors.

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Whether it is working with a visual artist for a unique bottle design or partnering with a hotel to bring luxury dining to more customers, the first half of 2018 saw a wide variety of unique food and beverage alliances. These partnerships allow brands from across the sector to bring in more customers.

Here are the top 10 food and beverage efforts of the first half of 2018, in alphabetical order:



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

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.

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](#)).



*Dom Prignon teases Lenny Kravitz partnership; Image credit: Dom Prignon.*

LVMH-owned Champagne house Dom Prignon sensationalized a new partnership it believes is a meeting of two icons with ambiguity on social media.

After a week-long teaser campaign in which Dom Prignon shared short clips at the Westlake Studios in California in old film style, the Champagne maker revealed a new partnership with an iconic musician. Lenny Kravitz will not only be the subject for Dom Prignon's next campaign but he will act as the creative director ([see story](#)).

LVMH's Hennessy partnered with a street artist for a limited-edition collaboration that takes the art to its bottles.

Urban artist Alexandre Farto worked on multiple custom-designed bottles for Hennessy. The partnership is one of Hennessy's many collaborations with artists as the cognac brand looks to integrate with the art industry ([see story](#)).



*Johnnie Walker's new scotch is Game of Thrones themed. Image credit: Johnnie Walker*

Scottish whisky distiller Johnnie Walker teamed up with one of the most popular television series of all time for a new "Game of Thrones"-themed scotch called White Walker.

Named for the iconic and mysterious creatures from the hit fantasy television show on HBO, the new scotch is aimed at customers who enjoy high-end scotch as well as fans of the show. An accompanying social media campaign promoted the partnership ([see story](#)).



*The Macallan holds many records for expensive whisky sales. Image credit: Le Clos*

Dubai-based retailer Le Clos set a world record for whisky sales by selling two bottles of The Macallan for \$1.2

million.

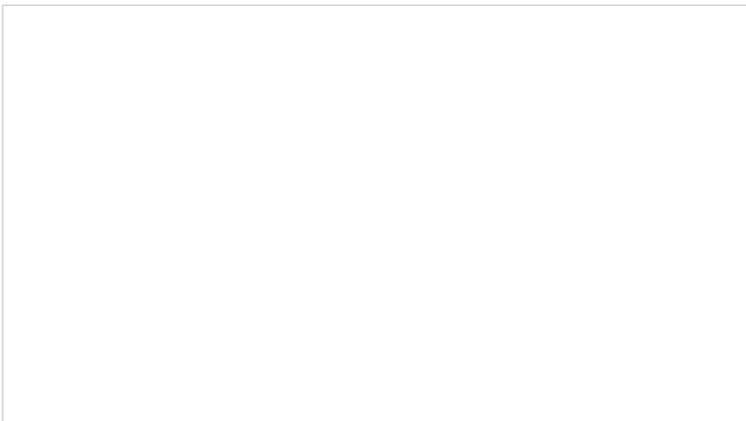
The sale made the bottle the most expensive whisky purchase to be recorded. The two bottles contain whisky distilled in 1926 and were acquired by a private collector ([see story](#)).



*The Missoni family is serving up recipes. Image credit: Missoni*

The family behind Italian fashion label Missoni invited consumers into its kitchen with a branded cookbook.

Francesco Maccapani Missoni penned "The Missoni Family Cookbook," writing down some of the fashion clan's recipes and traditions. Cookbooks offer opportunities for brands to connect with consumers over shared culinary experiences ([see story](#)).



*Moet & Chandon's limited edition bottle. Image credit Moet & Chandon.*

LVMH Champagne brand Mot & Chandon offered special bottles to celebrate a Grand Slam champion and support a children's charity.

To honor tennis player Roger Federer, Mot & Chandon designed exclusive bottles wrapped in a leather grip, which were available from June 1. All of the profits from the sold bottles will be donated to the Roger Federer Foundation ([see story](#)).



*Mot & Chandon's "Must Be" focuses on moments big and small. Image credit: Mot & Chandon*

LVMH-owned Champagne house Mot & Chandon modernized its brand with a global campaign that presents the sparkling wine as the choice for celebrations of all sizes.

"Must Be" presents a series of scenarios that are deserving of bubbly, from hanging out with friends to making a stage debut. In recent years, Mot & Chandon has sought to make consumers think of Champagne as an ideal beverage for more than formal affairs, appealing to younger generations ([see story](#)).



*Krug is hosting an open-air bar at Shangri-La Hotel, Paris. Image credit: Shangri-La Hotel, Paris*

Shangri-La Hotel, Paris is teaming up with LVMH-owned Champagne house Krug on an open-air bar experience.

For the second year in a row, the terrace of room 401 will be turned into an entertaining space where guests can come for drinks and dining with views of the city this summer. Hotels and brands often team up on exclusive experiences, seeking to offer clients and guests memories that cannot be made elsewhere ([see story](#)).



*Rmy Martin's new app was designed in collaboration with Matt W. Moore. Image credit: Rmy Martin*

French cognac brand Rmy Martin expanded its mobile offerings for customers with the launch of an application focused on art and augmented reality.

The app called ARt by Rmy Martin allows customers to use augmented reality to overlay imagery and art onto their surroundings. The app was designed in partnership with visual artist Matt W. Moore, who helped Rmy Martin create the imagery and aesthetics ([see story](#)).