

FOOD AND BEVERAGE

## Rémy Martin takes on role of fashion designer in lifestyle push

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*Rémy Martin announces luxury capsule Just Reémy Collection, in partnership with Just Don Designer Don C*

By BRIELLE JAEKEL

French cognac brand Rémy Martin is embracing streetwear culture to speak to a specific segment of its customer base, starting an initiative that puts the beverage maker in the fashion designer seat.

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The spirits label is entering the fashion industry through a new capsule series, working with various lifestyle brands and designers. The Collector's Series is kicking off with streetwear designer Don C, also known as Just Don, creating signature pieces that represent the Rémy brand that intertwine baseball, fashion and luxury.

"Rémy Martin is excited to present 'The Collector's Series' and unite the world of luxury and lifestyle through collaboration," said Sarah Long, chief marketing officer at Rémy Cointreau Americas.

Collaboration and creativity

Don C's collaboration for The Collector's Series is named "Just Rémy" and will start with a 1783 Sneaker Box.

The Sneaker Box will feature Just Don's recognizable snakeskin pattern along with an image of a premium Rémy Martin 1738 Accord Royal bottle and special laces.

"Just Rémy" will focus on the basketball lifestyle, appealing to the crossover audience who is interested in both the sport and streetwear style.

The collaboration kicks off Rémy's The Collector's Series, which will feature more designers and creators and partnerships in upcoming capsule drops that incorporate the beverage into fashion design.



Rémy Martin announces luxury capsule in partnership with Just Don Designer Don C. Image credit: Rémy Martin  
Rémy's Sneaker Box, priced at \$60, will launch "Just Rémy" in Chicago before extending to national retail locations. The capsule will begin now and last until February, with new products dropping every month, each representing one sector of fashion.

The brand has stated that the designs for this first collaboration were inspired by the creation process for both Rémy and Don C.

#### Previous campaigns

In recent efforts, Rémy Martin has sought to engage consumers through technology and collaboration.

Rémy Martin recently expanded its mobile offerings for customers with the launch of an application focused on art and augmented reality.

The app is called ARt by Rémy 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 Rémy Martin create the imagery and aesthetics ([see story](#)).

The brand previously teamed up with Microsoft for an innovative look at its production process.

An experience, called "Rooted in Exception" premiered at a private brand party before rolling out to its luxury retail spaces around the world in 2017. Rooted in Exception gave customers an in-depth look at how cognac fine Champagne is made through the use of Microsoft's new mixed reality HoloLens technology ([see story](#)).

"For the debut of the series, Don C was a perfect fit as an artist whose creative processes and ability to craft, premium, signature pieces aligned seamlessly with the spirit that moves Rémy Martin; we look forward to revealing the rest of the collection in the coming months," Ms. Long said.

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