

FOOD AND BEVERAGE

## Hennessy pays homage to an important athlete

October 24, 2018



*Hennessy commissions a bike as a modern version of what Major would have rode. Image credit: Hennessy*

By BRIELLE JAEKEL

LVMH-owned cognac brand Hennessy is embracing the mantra "Never stop, never settle" in a partnership that it believes reflects its own values while also making a difference in individuals' lives.

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

Working with nonprofit bicycling club organizer National Brotherhood of Cyclists, Hennessy will organize a series of tribute rides on Dec. 1 in major cities across the United States. While the effort will be paired with scholarship donations from the cognac brand, a film series is supporting the partnership with a look at athlete Marshall Taylor, who broke a number of race barriers as well as achieving impressive athletic feats during his career.

"Many of the barriers Taylor faced at the height of his career are still relevant over 100 years later, including access to education something of great importance to him personally, given his own journey and influence at the turn of the century," said Bruce Woods, president of the National Brotherhood of Cyclists.

### Riding for a cause

Hennessy first published a deep-dive documentary into Mr. Taylor, better known as "Major," and his career. During the film, experts explained that not only was Mr. Taylor impressive as the first African-American cyclist, but as cyclist in general.

### *Hennessy commemorates Major Taylor's career*

Extending this campaign, Hennessy has worked with Pyer Moss, Affinity Cycles, The National Brotherhood of Cyclists and Kadir Nelson to build a modern recreation of the bike Mr. Taylor used when he first broke the race barrier in cycling.

A portion of the bike's proceeds will go to the Major Taylor Higher Education scholarship fund and the brotherhood. Along with the bike, Hennessy will be releasing a limited-edition apparel line, available in time for the holidays.

The Brotherhood organization itself was created in memory of Mr. Taylor, as he was the first African-American world champion cyclist.

## *Hennessy creates a special bike for the campaign*

On Dec. 1, a series of tribute rides will take places across New York, Los Angeles, Atlanta, Dallas, Detroit and Chicago.

Since education was extremely important to Mr. Taylor, Hennessy will be donating \$25,000 towards a scholarship for a deserving applicant to pursue higher education.

### Hennessy initiatives

In another philanthropic initiative, LVMH's spirits division Mot Hennessy partnered with City Harvest to help combat hunger and poverty in New York, continuing the trend of luxury brands giving back to their communities.

With this partnership, Mot Hennessy employees gather to help make and pack thousands of free lunches, which are distributed throughout New York's large homeless population. The partnership shows that luxury brands can use their resources and large employee bases for altruistic good rather than solely for profit ([see story](#)).

Hennessy recently brought its tasting notes to life with help from an accomplished film director to create entertainment rather than advertising with an added modern twist.

Debuting worldwide throughout a variety of mediums, Hennessy's advertising campaign used science-fiction film techniques to bring users into a sensory world of the cognac's tastes. In addition to a full film created by director Ridley Scott, a series of seven 3D advertisements acted as a precursor to its launch ([see story](#)).

"We're honored to have the support from a partner like Hennessy as we strive to promote higher-education among future leaders and increase diversity in cycling and other sports," Mr. Woods said.

---

© 2020 Napean LLC. All rights reserved.

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