

FOOD AND BEVERAGE

Hennessy launches lifestyle extensions for holidays with Opening Ceremony

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Hennessy's partnership with Opening Ceremony includes a handbag and a cocktail kit. Image courtesy of Hennessy

By STAFF REPORTS

LVMH-owned cognac label Hennessy is teaming up with Opening Ceremony to create a fashion accessory that blends Eastern and Western influences.

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Opening Ceremony designers Carol Lim and Humberto Leon drew from their heritage and world travels to design a bag that fits the shape of the Hennessy X.O. bottle. This holiday season, the brand's parent company Mot Hennessy has been making a gifting push with experiences available at hotels and pop-ups, looking to inspire consumers to celebrate with its spirits.

Cocktail collaboration

Founded in 1870, Hennessy has been shipping its cognac to China since 1872. The spirit soon acquired the nickname "Golden Elixir."

The Hennessy X.O. East Meets West travel bag, available through Opening Ceremony's ecommerce site, is a crossbody style in golden leather.

Similarly to Hennessy's relationship between Europe and China, Opening Ceremony has roots in the West while referencing the East. Both Asian Americans, Ms. Lim and Mr. Leon were inspired to launch their concept store and label of the same name after a trip to Hong Kong.

"The collaboration with Hennessy was born from a shared passion for bringing together and celebrating different cultures," Mr. Leon said in a statement. "For this design, we wanted to explore and honor our heritage by drawing inspiration from family traditions, our world travels, and the blending of our Eastern and Western backgrounds.

"The bold, rich flavor of X.O reminds us of family celebrations and toasts to success and good fortune, so to capture that spirit, we created a modern, luxurious travel bag in vibrant gold, a color that represents prosperity in our Asian cultures," he said.



Carol Lim and Humberto Leon for Hennessy. Image courtesy of Hennessy

As part of the partnership, a Hennessy X.O East Meets West cocktail has been developed. Available for delivery through Cocktail Courier, the recipe is available to consumers through a kit containing ingredients to make 12 cocktails, including a customizable ice mold.

Luxury group LVMH's spirits division is bringing customization to Grand Central Terminal for the gifting season.

Mot Hennessy has launched its Holiday Personalization Studio by its online spirits destination Clos19. The shop is located in Grand Central Terminal in New York and features a variety of customized products from Mot Hennessy brands ([see story](#)).

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