

FOOD AND BEVERAGE

Hennessy looks to the past for modern art

June 27, 2019



Hennessy's latest VS bottle. Image credit: Hennessy

By STAFF REPORTS

LVMH-owned cognac brand Hennessy is remixing the present with another special edition that brings added artistry to its bottles.

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Working with contemporary artist Felipe Pantone, Hennessy is releasing its latest Very Special Limited Edition. The bottle infuses art with 3D illusions for a truly modern and unique look.

Hennessy as an art

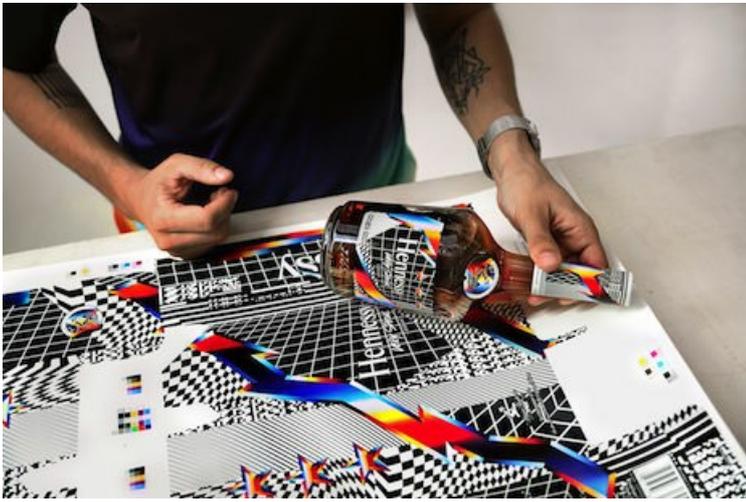
Mr. Pantone looked into Hennessy's archives for inspiration for the bottle, looking at old labels and advertisements, antique bottles and packaging, as well as the old three-star motif once used by the founder.

The artist created a piece titled, "W-3 Dimensional Three Stars," which is replicated as the bottle's label.

"I have always been inspired by elements from the past that seem evocative of the future, and I mix them together to talk about the present," Mr. Pantone said in an interview with Hennessy. "So this work is inspired by the past, it is ally contemporary.

"The perception of time we have is blurred," he said. "What you might take as a futuristic element may be a way for me to talk about the present in my art.

"Take Hennessy for example, and its relationship to time. Its tradition and eaux-de-vie come from the past, but the brand is looking toward the present and the future. I think that is magic."



Felipe Pantone worked with Hennessy on a bottle design. Image credit: Hennessy

Hennessy recently leaned into television advertising spend with a new spot showcasing craftsmanship, as spirit brands continue to focus on the small screen.

The brand tapped into the NBA Finals audience, which it feels offers widespread views as well as a cross segment of consumers. The spot focused on craftsmanship, which is a continual theme for luxury brands, especially those in the spirits sector ([see story](#)).

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