

FOOD AND BEVERAGE

Hennessy amplifies cultural force of the NBA with film debut

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Hennessy is the official spirit of the NBA. Image courtesy of Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy celebrates the start of the 2020-21 NBA season as the official spirit of the NBA, WNBA, NBA G League and USA basketball.

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Hennessy has historically celebrated those who push the limits of potential through its "Never stop. Never settle." mantra and will continue this tradition by launching an elevation of last year's "Lines" campaign. In commemorating the progressive vision of the basketball league, Hennessy's new campaign will pay tribute to players' commitment of driving culture forward, on and off the court.

"To highlight how NBA and WNBA players are using their platforms to take the game to new heights in art, fashion, tech, and politics our new Lines' creative goes beyond the traditional construct of basketball court lines, entering a vibrant, colorful world that represents how the leagues and players push culture forward," said Jasmin Allen, senior vice president of Hennessy US, in a statement. "The spirit of never stopping or settling' is what defines Hennessy as a brand, and it's this synergy that makes us more than just a sideline sponsor."

Never stop, never settle

The film's message will be delivered by hip-hop artist and long-standing Hennessy ambassador Nas and WNBA champion Natasha Cloud, whose continued efforts to fight for social and racial justice transcend the game of basketball and earned her a spot on the [2021 Forbes 30 Under 30](#) list. Together, they deliver a powerful duet that embodies Hennessy's "Never stop. Never settle." spirit.

"I'm passionate about what I do, both on and off the court, so this campaign and partnership really spoke to me," Ms. Cloud said in a statement. "This year, more than ever before, we used our platforms to make our voices heard and showcased our passions outside of basketball, which is why this means a lot to me."



The campaign message will be delivered by Nas and Natasha Cloud. Image courtesy of Hennessy

Hennessy is also inviting fans to celebrate tip-off with a selection of cocktail recipes that draw inspiration from the court, with names like The Ankle Breaker and Jump Shot Ginger found at [Hennessy.com](https://www.hennessy.com).

Spots will debut across broadcast television and Hennessy's Instagram and Twitter channels with the season's tip-off on Dec. 22 at 7PM EST.

In November, Hennessy revealed a number of beneficiaries of [Unfinished Business](#), a program dedicated to providing immediate relief and long-term support to Black, Asian and Latinx small-business owners across the United States. Through the initiative, these businesses have the opportunity to receive urgent funding and access to vital resources ([see story](#)).

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