

FOOD AND BEVERAGE

Louis XIII revamps online offerings to better engage tastemakers

February 24, 2021



Visitors to the new Louis XIII e-boutique platform can purchase Cognac and learn more about the brand. Image credit: Louis XIII

By SARAH RAMIREZ

Rmy Martin's Louis XIII is introducing an immersive online boutique, as upscale digital offerings become vital for premium wine and spirits brands looking to engage with consumers.

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Through the new redesign, consumers in the United States will be able to buy the Cognac directly from the Louis XIII site for the first time. As live events, travel and dining have been severely curtailed during the COVID-19 pandemic, consumers are now turning to ecommerce platforms to purchase and experiment with different premium spirits.

Cognac connections

Although Louis XIII dates back to the 19th century, the Cognac house did not open its first global boutique until 2016 when it opened a bricks-and-mortar store in Beijing ([see story](#)). In October 2020, Louis XIII launched its first e-boutique for clients in the United Kingdom.

Now, the brand is bringing its updated online strategy to its customers in the United States.

Through an integration with online luxury spirit and wine store Reserve Bar, site visitors will be able to purchase Louis XII Cognac in miniature, classic and magnum decanters. In the coming months, clients will be able to order customized engravings on decanters and glasses.



LOUIS XIII The Classic Decanter

The LOUIS XIII Classic decanter has remained the ultimate expression of our finest eaux-de-vie blend since 1874, containing up to 1,200 cases de-vie from Grande Champagne vines.

75cl • 48% ABV • [Size guide](#)

[CHECK PRICE & ADD TO CART](#)

Screenshot of Louis XIII e-commerce site

Known for its client-centric approach and experiential events, Louis XIII is applying these same philosophies to its ecommerce presence.

The house's high-value clients will receive access to an exclusive pre-ordering system, as well as direct contact with a private director at Louis XIII. Clients can also review their preferences and purchase history in the "Collector's Platform" to simplify future reorders.

Visitors can also contact an online concierge service with any questions or comments.

As in-person events resume, clients will also be able to register to attend through the Louis XIII site. They can also learn more about conducting their own Cognac tasting experiences.

In the future, Louis XIII will continue to expand its offerings of exclusive and personalized experiences. Accessories and gifts sets currently available at retail locations will soon be available online as well.

Adapting to digital

Similar to other luxury sectors, the high-end wines and spirits business moved mostly online as COVID-19 shuttered restaurants, lounges and tasting rooms.

The pandemic did more than drive the educational component of premium wines and spirits online it also shifted the buying experience.

According to IWSR, legislation regarding alcohol sales in key markets such as the European Union, United States and India also spurred growth in online shopping, including click-and-collect options ([see story](#)).

In addition to beverage retailers, brands are also getting in on the act.

Luxury group LVMH's spirits importer Mot Hennessy USA debuted an online destination geared towards consumers celebrating the holidays at home.

Mot Hennessy enlisted a group of celebrities to promote the launch of "The New Year's Eve Wish-Shop," which will help raise funds for the National Restaurant Association Educational Foundation (NRAEF). Luxury wines and spirits brands including Mot & Chandon, Hennessy, Dom Perignon, Belvedere and Veuve Clicquot are available through the site ([see story](#)).