

FOOD AND BEVERAGE

Sotheby's auctioning Hennessy X.O 150th anniversary Masterpiece decanter

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The Masterpiece Hennessy decanter. Image courtesy of Hennessy

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's will be featuring a Hennessy X.O. 150th anniversary Masterpiece decanter during its spirits auction on March 13.

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The Masterpiece decanter is an offer from the Asian American Business Development Center (AABDC), designed by architect Frank Gehry, and will be exclusively offered with the original design molds. Proceeds will benefit the AABDC as part of Hennessy's Unfinished Business initiative which is committed to offering resources to small businesses to assist in overcoming the financial impact of the COVID-19 pandemic.

"It is a pleasure to offer this lot from the world's biggest Cognac producer for charity," said Jonny Fowle, spirits specialist at Sotheby's, in a statement. "This bottle blends 150 years of Hennessy's history and expertise with the creativity of Frank Gehry's designs.

"The fact that this exclusive offer includes not just the commemorative decanter but also the mold used by Gehry to create his vision makes this a piece of design history," he said.

Masterpiece and more

The Masterpiece decanter is Bottle #1 of 150 decanters produced for the Hennessy X.O x Frank Gehry collection.

The LVMH-owned Cognac brand has thoughtfully collaborated with Mr. Gehry to create reflective aesthetics that mark the inaugural X.O Cognac from 1870 ([see story](#)).

Mr. Gehry's use of gold and glass is meant to illustrate the brand's themes of movement and freedom. Mr. Gehry tailored molds for his designs, shaping 24-carat gold over bronze and setting glass into crumpled metal.

The architect also crafted a protective case to house the Masterpiece decanter.



The estimate for the Masterpiece decanter is between \$15,000 and 30,000. Image courtesy of Hennessy

Sotheby's is offering Mr. Gehry's original mold with the decanter itself, offering collectors the unique opportunity to acquire both a rare Cognac and some of the means in which its display was made.

The estimate for the Masterpiece Decanter is between \$15,000 and 30,000. Advanced bidding is now [open](#).

Hennessy continues to form meaningful collaborations that highlight their products to different consumers with different interests.

In 2020, Hennessy signed a multiyear deal to make the Cognac brand the official spirit of the National Basketball Association and its affiliate franchises. Hennessy displaced top-selling U.S. whiskey Jack Daniel's as the official spirits partner of the NBA, Women's National Basketball Association and USA Basketball ([see story](#)).

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