

FOOD AND BEVERAGE

Rmy Martin releases limited-edition XO Atelier Thiery

June 24, 2021



Rmy Martin XO Atelier Thiery limited-edition decanter. Image credit: Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand Rmy Martin has partnered with Paris-based gilding studio Atelier Thiery to introduce a new, limited-edition decanter as an ode to French excellence and innovation.

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The art-inspired decanter is embossed with gold leaf, made, in part, from 18-karat gold. The spirits brand hopes it will serve as an illustration of the parallels between cognac and gold, reminding consumers of the prestige and timelessness associated with both.

XO Atelier Thiery

Each bottle has been inspired by its blend of Rmy Martin eau-de-vie, which is sourced exclusively from Grand Champagne and Petite Champagne, located in the Cognac region.

The customized carafes are numbered, featuring a unique front and neck label, as each bottle represents craftsmanship and creativity.

In a nod to gold leaf, the decanter's box took inspiration from the artisanal technique of verre glomis, the process of applying both a design and gilding onto the rear face of glass to produce a mirror finish.

The special edition box is designed with gold foils to create a mirror-like, textured effect on the box.



Gold leaf is a major point of inspiration for the collaboration. Image credit: Rmy Martin

The collaboration between Rmy Martin and Atelier Thiery has received the honor of the *Entreprise du Patrimoine Vivant*, Living Heritage Company, label in recognition of both brands' commitment to craftsmanship.

As part of the launch, Rmy Martin invites customers to follow the flight of a gold leaf through Atelier Thiery's Paris workshop and down to Rmy Martin's cellars through a short digital immersive [experience](#).

The limited-edition Rmy Martin XO x Atelier Thiery bottle is available in limited quantities both in fine stores and online at Reserve Bar for \$229.

In April, Rmy Martin celebrated the union of two cultures in a thought-provoking campaign with multi-Grammy Award winning artist Usher. The "Team Up for Excellence" film highlighted the cultural connection between Cognac and American music since 1917, and how the two have been historically intertwined.

Imagined in collaboration with creative agency [Fred & Farid New York](#), the campaign pays tribute to the styles and rhythm from the 1920s until the present day ([see story](#)).

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