

FOOD AND BEVERAGE

## Hennessy looks to dance with electric Les Twins collaboration

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*The dance duo Les Twins recreated the Cognac-making process through movement. Image credit: Hennessy*

By KATIE TAMOLA

LVMH-owned Cognac brand Hennessy is hypnotizing consumers with a new effort celebrating its partnership with French choreographers and models Les Twins.

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In an electric vignette, two fluid forms representing the iconic duo dance with each other, coming together to form the two special edition Cognac bottles. The effort and overall partnership reflect the overlapping ethos of the duo and brand, one built on creativity, expression and excellence.

"Here, the fluidity and energy required to dance for Les Twins merge with those same elements that are required to make Hennessy's limited-edition Cognacs," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Seeing the beverage through this scope is an inviting way for consumers to have takeaways about the brand and how they continue to elevate to bring new flavors to their senses," she said. "It is also interesting to see how Les Twins, a French dancing duo got to know more about this French brand.

"I think this will allow those who enjoy cognac, creative dance or are Francophiles to want to engage more with the brand and to see where collaborations like this or others will take them."

Something very special

Hennessy took artistic innovation to a new level with its new effort, using motion capture technology to replicate the energy and dance of Les Twins' live performance to translate into designs for each bottle.

With this, comes Hennessy V.S x Les Twins "CA BLAZE" and Hennessy V.S x Les Twins "LIL BEAST." The two brothers, Larry and Laurent, are represented by a different bottle design.

*An eclectic and electric vignette illustrates the partnership between the dancing duo and Hennessy.*

Laurent and Larry Nicolas Bourgeois were born in Sarcelles, a commune near Paris. The duo visited the vineyards, distilleries and Founder's Cellar in Cognac to fully immerse themselves in the beverage creation process.

Les Twins' observation about how dance and Cognac creation overlap inspired the campaign film. Both processes are a mix of movement, a blending of elements with a distinguished and meticulous approach.

"Dance is a mix of different, unique movements, vectors of emotion, and the art of blending depends on the emotions in different notes and unique eaux-de-vie," Les Twins said in a statement. "We're both always striving to create emotion.

"We both seek harmony, in movement and in nature; every step is important," they said. "Working with Maison Hennessy is like going onstage with new energy, and maison Hennessy's not afraid to mix things up."



*The French-bom Les Twins visited Hennessy in Cognac. Image credit: Hennessy*

The finished products are a startling and delightful visual experience, with the "CA BLAZE" bottle featuring a cascade of bright colors, a mix of red, turquoise and amber, resembling that of a firework. The "LIL BEAST" design, also featuring a mix of gold and amber colors, resembles a constellation.

Two new cocktail recipes are also inspired by the collaboration.

The first, LIL BEAST cocktail by Laurent, combines softness and power, reminiscent of his sleek style. For this beverage, the Hennessy Very Special cognac is complemented by notes of almond and nutmeg.

The CA BLAZE cocktail, by Larry, is a more fizzy and vibrant approach, combining the Cognac with ginger beer, vanilla and elderflower.

Both bottle designs, like the dance Les Twins and the product Hennessy produces, are works of art. The collaboration has allowed Hennessy to translate the art of Les Twins into something tangible, to be enjoyed by consumers, dance fans and beyond.

"Movement lets us transform emotion everything we've experienced, everything we are is right there in our moves," the duo said.

The art inherent

Hennessy often leans into music for its partnerships and expression of the brand.

In April, the Cognac maker tapped Grammy-award-winning rapper and songwriter Nas in a campaign celebrating Black legacy and excellence.

The short film, entitled "Dear Destiny," featured Nas writing and reading aloud a letter he wrote to his daughter, in which he reflects on the rich history of Black excellence. The vignette highlighted Hennessy's Never Stop Never Settle Society which invests and empowers Black entrepreneurs who make lasting impacts on their communities ([see story](#)).

Another effort had Hennessy celebrating Hispanic Heritage Month by teaming with Colombian recording artist Maluma. Through the partnership, Maluma had a first hand look at the craftsmanship behind cognac ([see story](#)).

Les Twins and Hennessy's collaboration is illustrated so thoroughly that the partnership seems natural and the kind that many brands would aim to reverberate.

"I think it aligns as music, dance and spirits are a great combination when used and enjoyed responsibly of course," Ms. Smith said.

"In watching the video on its own on YouTube, you can see something that is visually stimulating, but for those that

opt to go to the website, the main page and three articles peel back the layers to learn about the history of the accomplished dancers, how they delved into being able to learn about the brand, the history and how to create the experience through dance."

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