

FOOD AND BEVERAGE

## Mot Hennessy reopens ultimate French boutique

September 22, 2021



*Les Caves Particulieres is located in Terminal 2E of Paris-Charles de Gaulle Airport. Image courtesy of Mot Hennessy*

By LUXURY DAILY NEWS SERVICE

LVMH's wine and spirits division Mot Hennessy is announcing the reopening of its boutique, Les Caves Particulieres.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The boutique, homed in the Paris-Charles de Gaulle Airport, features a new concept designed by architect Hubert de Malherbe. Les Caves Particulieres is reinventing itself, extending an elaborate space for brand offerings, centering the consumer while providing an experience that is authentically French.

"Les Caves Particulieres is an avant-garde project that paved the way for Mot Hennessy's retail access worldwide," said Laurent Boidevezi, president for AFME LAC, travel retail, in a statement.

"Today, at Paris-Charles de Gaulle, our home airport, we offer an experience that is even closer to our customers, who will find the most exclusive products from our Maisons at Les Caves Particulieres," he said.

### Bringing the French home

The boutique, located at the heart of the French airport, is aiming to help consumers pick up a piece of French art de vivre to bring back home.

The space will offer immersive experiences, while showcasing products available exclusively in Paris throughout the year, highlighting a Hennessy Special Edition.

Several exclusive services and products are available to travelers, including rarities Edition Particulire Hennessy, the limited-edition Hennessy XO Paris, discovery and mixology workshops, personalization, as well as a series of food and wine pairing experiences.

Mr. de Malherbe's designed space is playing with stone and wood, highlighting the brand's iconic shipping crates, one of the symbols of the group's spirit. He has modernized the space with a simple and pure design, centering the consumer with a large central experience table at the center of the boutique.



*Aerial view of the Tuileries Garden and the Louvre in Paris. Image credit: Muse du Louvre*

Earlier this month, Mot Hennessy continued its support of environmental initiatives with a new effort to "regreen" and restore the Tuileries Garden at the Muse du Louvre in Paris.

Mot Hennessy is a patron of the Louvre's 11th Tous Mcnes! crowdfunding campaign. Several LMVH maisons are longtime supporters of the Louvre, including the gardens, reflecting the French luxury conglomerate's Parisian roots ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.