

FOOD AND BEVERAGE

Louis XIII steps toward pinnacle of exclusivity with ultra-rare decanter

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Only 200 units of the decanter are being produced worldwide. Image courtesy of Louis XIII

By NORA HOWE

Rmy Martin's Cognac house Louis XIII is taking exclusivity to new heights with N XIII, an ultra-rare red decanter that will only be available at some of the world's best nightclubs.

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In partnership with hospitality network **Tao Group**, Louis XIII will bring N XIII to exclusive nightclubs across the country, which debuted on Oct. 15 at a launch party at **Omnia** in Las Vegas. Clients interested in partaking in the limited N XIII experience may log into private membership club Louis XIII Society or purchase directly through select nightclubs.

"Exclusivity and rarity are what set Louis XIII apart," said Fida Bou Chabke, vice president and general manager at **Louis XIII Americas**, Miami. "Each decanter is the life achievement of generations of cellar masters and takes time to create every drop.

"The striking red N XIII decanter is unlike anything else we have created before."

Craft, exclusivity make luxury

Louis XIII collaborated with European glass manufacturer SaintLouis to produce the handmade N XIII red decanter and red Cognac glasses.

The red hue of the glass is achieved using an undisclosed process that involves the addition of gold. The decanters are blown, cut, decorated and engraved by hand, individually numbered and finished with the Louis XIII signature laced spikes and bottle neck.

For hundreds of years, Louis XIII Cognac has been carefully produced blending fine fruit brandy with grapes grown exclusively in Grande Champagne.

For its latest iteration of a centuries-old craft, nightlife is at the core of the brand's inspiration.



The red hue nods to themes of passion and life. Image courtesy of Louis XIII

For Louis XIII, nightlife is a sense of freedom, pleasure and celebration. With the rare decanter, the house hopes to amplify the meaning of nightlife.

In addition to the crystal decanter, Louis XIII has included six red crystal glasses, reiterating the color theme which intends to evoke a sense of passion and life.

The Cognac is served using a special pipette, known as a spear, to prolong the drop-by-drop tasting ritual.

For the N XIII experience, clients who are fortunate enough to secure one of the limited-edition bottles will indulge in a Cognac tasting at their respective nightclubs, leaving with the decanter as a souvenir.

The stopper is equipped with near-field communication technology (NFC), granting bottle owners exclusive access to the Louis XIII Society and its membership benefits.

Only 200 units are being produced worldwide, with 25 in the United States.

The N XIII experience is also limited to one decanter per club per night, meaning people worldwide have a 3 in a million chance to experience the luxury Cognac.

"With a sensuous and bold red color, the decanter itself demonstrates how Louis XIII translates into nightlife," Ms. Bou Chabke said. "The crystal decanter maintains the highest quality through our collaboration with Saint-Louis, a historic French house that shares the same values as Louis XIII.

"The special N XIII decanter and glassware reveal LOUIS XIII's commitment to the finest cognac experience, grounded in history and tradition."



In addition to the ultra-rare decanter, customers will receive six red crystal cognac glasses. Image courtesy of Louis XIII

Following the debut in Las Vegas, Tao Group will announce additional U.S. locations serving N XIII will throughout the year.

"At Louis XIII, the client is at the heart of everything we do," Ms. Bou Chabke said. "After opening our first worldwide boutiques in 2016, blazing a bold new trail in the world of spirits, Louis XIII now breaks the rules with a new experience for the night territory.

"Nightclubs have their own set of rules, customs and rituals, and by venturing into the world of nightlife, Louis XIII breaks with convention and establishes new rules for the night."

For those interested, a Louis XIII brand ambassador will contact interested clients to organize their N XIII experience. Pricing is available upon request and varies based on the market and venue.

Immersive experiences

Louis XIII has been rolling out new brand features and experiences to further engage Cognac lovers around the world.

In February, the brand introduced an immersive online boutique, as upscale digital offerings started becoming vital for premium wine and spirits brands looking to engage with consumers.

Through the redesign, consumers in the United States are now able to purchase the Cognac directly from the Louis XIII site for the first time.

By partnering with online luxury spirit and wine store Reserve Bar, site visitors are able to purchase Louis XIII Cognac in miniature, classic and magnum decanters ([see story](#)).

In September, the brand got creative by experimenting with gamification via an online game focused on the house's history.

Available for play through its U.S. site, Louis XIII Mysteries challenges players to find hidden codes that answer the game's 13 puzzles. While several luxury fashion labels and automakers have delved into gamification in numerous ways, Louis XIII was among the first premium spirits labels to leverage gamification as a way to engage consumers ([see story](#)).

"Louis XIII provides an unparalleled experience filled with celebration and pleasure for our discerning clientele, and we have continuously sought new ways to uniquely showcase Louis XIII through elevated entertainment formats," Ms. Bou Chabke said.