

FOOD AND BEVERAGE

Hennessy enlists Maluma for limited-edition design

February 4, 2022



Maluma is the first recording artist to work with Hennessy on a limited-edition bottle. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is getting colorful with a new collaboration with Colombian singer Maluma.

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

Hennessy is releasing a special and vibrant Hennessy V.S.O.P limited-edition bottle designed by Maluma. The bottle's label popping in shades of pink, blue and purple is symbolic of both Hennessy and Maluma's passion for expression and reinvention.

"Hennessy has a long history of championing and celebrating those who push the limits of potential, and Maluma's journey is the perfect personification of our brand ethos," said Jasmin Allen, senior vice president of [Hennessy U.S.](#), in a statement. "With this collaboration, we continue our legacy embracing Maluma's expansive perspective in this Hennessy V.S.O.P limited edition where quality meets unapologetic originality.

A Maluma creation

Hennessy and Maluma have a longstanding relationship. In 2019, the Cognac brand celebrated Hispanic Heritage Month by teaming with the Colombian recording artist, born Juan Luis Londoo Arias.

Through the partnership, Maluma had a firsthand look at the craftsmanship behind Cognac. Hennessy champions diversity and toasts to creative individuals who embody its "Never Stop. Never Settle." philosophy ([see story](#)).

This time, the singer and Cognac brand have made history, as Maluma is the first recording artist to collaborate with the house on a limited-edition bottle. The collaboration is a celebration of brand ethos as well as the impact of Latin culture on art, music and fashion.



The Hennessy V.S.O.P Limited Edition by Maluma Collector's Edition. Image credit: Hennessy

The singer's sparkling and bright style is reflected in the bottle's neon coloring and shapes.

The V.S.O.P bottle is now available for preorder, including a collector's edition that is exclusively available through ReserveBar. Priced at \$125, it includes a bottle glorifier inspired by the cityscape of Medellin.

"For me, having the opportunity to be the first recording artist to design a limited-edition Hennessy V.S.O.P bottle is a representation of never stopping and never settling to represent our Latin culture globally with passion, dedication and honor," Maluma said in a statement.

"Our beautiful diverse and blended Latin culture inspired the vibrant colors and tones of my design for the bottle," he said. "I wanted to represent the warm hospitality of our people and how we enjoy life through music, family values and our culture's history."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.