

FOOD AND BEVERAGE

## Louis XIII artfully explores concept of time with renowned creatives

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*Solange Knowles sits at a piano, pointing to the sky almost as if time is a palpable entity to grasp and contemplate. Image courtesy of Louis XIII*

By KATIE TAMOLA

Rmy Martin's Cognac house, Louis XIII, is ruminating on the concept of time with the help of several beloved global artists.

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The house is collaborating with Grammy Award-winning singer Solange Knowles, Chinese couture designer Guo Pei and French-Senegalese Cannes Grand Prix award-winning director Mati Diop in producing a short film, an expression and rumination of time, to be released later this year. In the meantime, the house and artists have shared thoughts and campaign imagery regarding the project.

"'Believe in Time' is an inspiring celebration of time seen as the secret ingredient to create the most beautiful things on Earth," said Leonardo Ferracina, global executive director of **Louis XIII**. "We believe our clients will love this allegorical universe brought by the collaboration between Louis XIII and Solange, one of the most sophisticated artists of today.

"This unison becomes the perfect medium to express the Louis XIII vision of time," he said.

**Making time meaningful**

The interdisciplinary performance art film starring the artists is poetically entitled "Believe in Time." For everyone involved, from the Cognac house to the successful artists, time is an integral part of their work.

Ms. Knowles resonates with audiences with her art, as her commitment to her craft comes through in her music and performances. In collaborating with Louis XIII, she brings her authentic approach to the project.



*Guo Pei was the first Chinese designer invited to Chambre Syndicale "Haute Couture" of the Fédération de la Haute Couture et de la Mode. Image courtesy of Louis XIII*

"The question of time is always in my container of consciousness while creating," Ms. Knowles said in a statement. "Most of my own work, whether it be music, film, or sculpture, I try to give thoughts on how future generations will discover it, and so, to be aligned on these ideas gave me great interest in the type of projects Louis XIII has been creating."

She also expressed that she is a fan of Ms. Guo and Ms. Diop's works.

The released campaign imagery shows Ms. Knowles sitting at a piano, pointing to the sky almost as if time is a palpable entity to grasp and contemplate. Another image shows Ms. Guo thoughtfully drawing designs.



*Believe in Time will be released later this year. Image courtesy of Louis XIII*

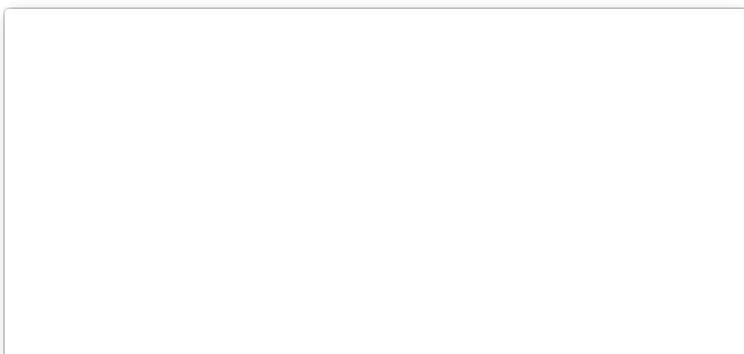
Ms. Guo was the first Chinese designer to be invited to Chambre Syndicale "Haute Couture" of the Fédération de la Haute Couture et de la Mode. She also designed Rihanna's iconic yellow dress for the 2015 Met Ball.

Her style is lauded for its unpredictability and detail, which reflects traditional Chinese craftsmanship.

"When I first experienced Louis XIII, I was absolutely fascinated by the brand's history which had been made possible by a legacy passed down from one generation to the next," Ms. Guo said in a statement. "It triggered my understanding and perception of time.

"For humans, time is the most important, and as an haute couture designer time is a cornerstone."

Louis XIII has expressed paramount excitement in sharing the film, which is scheduled to be released in the coming months.



[View this post on Instagram](#)

A post shared by LOUIS XIII (@louisxiicognac)

### *Louis XIII is already teasing the project on social media*

"Time is an element that we all navigate as we are on a number of clocks and deadlines," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "I think it's a concept that resonates with people especially over these past few years as we have lived in a pandemic and are now operating in a world with new ideas and ways that we can take it on.

"There is always something inspirational and aspirational when we take concepts that we all grapple with and see how brands, creatives, et cetera interpret them as well as how it can impact our lives," she said. "With this campaign, I like the idea that we'll get an element of Louis XII Cognac's time as it pertains to its history, crafting its product and then how it can be seen with Solange, couture designer Guo Pei and film director Mati Diop."

### Future-focused

As Louis XIII ruminates on time with this upcoming film, the brand is focused on reaching new consumers in the present in the hopes of expanding its future audiences.

Last year, the house introduced an immersive online boutique, as upscale digital offerings become vital for premium wine and spirits brands looking to engage with consumers. Through the redesign, consumers in the United States were able to buy the Cognac directly from the Louis XIII site for the first time ([see story](#)).

With Believe in Time, Louis XIII is also illustrating the importance and power of meaningful collaboration.

The world of brand ambassadors and celebrity partnerships is constantly evolving, with luxury labels relying on some of the world's most famous faces in acting, entertainment, sports and social media to extend their reach. Whether literally the star of a show or an influencer dominating Instagram, consumers continue to seek star power and authenticity from their ambassadors across the board ([see story](#)).

"Solange is an iconic female artist who draws out incredible emotions from those listening to her music, watching her movements in choreography or simply hearing her voice," said Mr. Ferracina.

"Tasting Louis XIII is a multifaceted sensual experience that draws out emotions on your nose and on your palate," he said. "The parallels were evident."