

FOOD AND BEVERAGE

Hennessy releases new fashion capsule with Les Twins

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Hennessy collaborated with Les Twins last year. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is fostering its relationship with French choreographers and models Les Twins through a new fashion capsule.

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The Hennessy Very Special by Les Twins fashion capsule includes 15 unisex pieces that symbolize the artists' style. The pieces, produced using thoughtful materials in cooperation with ateliers in France, Portugal and the U.S., are available on HBX.com.

"It's a real source of pride for us to be the bridge between Hennessy and fashion; it was a perfect fit," said Laurent and Larry Bourgeois, better known as Les Twins, in a statement.

"Hennessy really let us put it together as we wanted, with great cuts, discreet twists and some pieces that are more Laurent' or more Larry' but that will always fit perfectly with every wearer's style."

Les Twins style

The new limited-edition capsule presents a range of different pieces and styles, including t-shirts, leather bomber jackets, denim jackets, caps and more.

The white T-shirt is described as a "must-have," made from 100 percent Egyptian cotton featuring Hennessy symbols and signatures. A black version of the piece also reads "Hennessy in Motion by Les Twins."



The collection includes hats, hoodies, leather jackets and more. Image credit: Hennessy

Zip-up hoodies are also included in the collection in two colors, soft grey or caviar black. The pieces are exquisitely Les Twins, listing the artists' nicknames, "Lil Beast" for Laurent and "CA Blaze" for Larry, on the sleeves.

Other standouts include a bucket hat, a leather vest, leather cargo pants, a silk bandana and a fanny bag.

Last September, Hennessy hypnotized consumers with an effort celebrating its partnership with Les Twins.

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 ([see story](#)).

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