

FOOD AND BEVERAGE

Rmy Martin launches NFT bottle with Usher

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Usher promotes the new 1738 Accord Royal bottle and NFT. Image courtesy of Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand Rmy Martin has unveiled a new AI-powered limited edition bottle of 1738 Accord Royal presented by Grammy Award-winning musical artist Usher Raymond IV, known as Usher.

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Celebrating 25 years since the singer released his hit single "My Way," Rmy Martin reveals a reimagined bottle of its classic 1738 Accord Royal and corresponding non-fungible token (NFT) inspired by AI technology. Each NFT is uniquely marked, and each purchase comes with the option of keeping the NFT, reselling it on the [BlockBar.com](#) marketplace or redeeming it for the physical bottle.

Making the invisible visible

The new iteration of the 1738 Accord Royal bottle brings Usher's "Taste of Passion" to life with a design that aims to converge music, technology and art.

When creating the "Usher x 1738 AI-Powered" limited-edition, the singer used his own musical vocabulary to describe his experience tasting Rmy Martin 1738 Accord Royal, which features notes of toasted bread, vanilla and brioche.

The brand released a short film promoting the limited-edition bottle

Using generative adversarial neural networks and contrastive language-image pre-training, Usher's words were transformed into artwork prominently displayed on the bottle.

Only 25 of the limited-edition bottles will be available to purchase exclusively on BlockBar.com. Users who successfully check out will receive an NFT representing the physical bottle, stored with BlockBar until the bottle is ready to redeem.

An additional 25 bottles will be gifted to Usher and his team to celebrate the 25th anniversary of "My Way."

The drop goes live at 10AM EST on July 29, 2022.

Last year, the Cognac brand and Usher celebrated the union of two cultures in a thought-provoking campaign. The "Team Up for Excellence" film highlights the cultural connection between Cognac and American music since 1917,

and how the two have been historically intertwined.

Imagined in collaboration with creative agency Fred & Farid New York, the campaign paid tribute to the styles and rhythm from the 1920s until today ([see story](#)).

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