

FOOD AND BEVERAGE

## Hennessy Paradis presents limited-edition Lunar New Year 2023 release

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*Decorated with the artist's work, exclusive limited-edition units from Hennessy's eaux-de-vie engagement. Image courtesy of Hennessy*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand **Hennessy** Paradis is teaming up with Chinese artist Yan Pei-Ming on a limited-edition release.

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In light of Lunar New Year, the Maison's Edition Rares workshop, alongside artisans of French porcelain house Maison Bernardaud, have handcrafted 888 limited-edition luxury decanters, priced at 8,800 euros, or \$9,290 at current exchange the number is considered China's luckiest, closely associated with wealth by many. Filled with Hennessy Paradis Cognac and decorated with the artist's work painted specifically for the project, the exclusive represents Hennessy's eaux-de-vie engagement with the global observance.

Where art wows

Hennessy Paradis' partnership comes after last year's virtual Year of the Tiger celebration from the brand with 88rising, while 2023 represents the Year of the Rabbit.

Thoughtfully distributed in packaging constructed of wood, the carafes that host the painting were handcrafted at Maison Bernard's Limoges atelier. The paintings themselves were installed in Eastern France at the artist's Dijon studio.

The brand's collaborator has gained an international reputation for his art depicting famous faces and animal portraits.

For the effort, Mr. Pei-Ming celebrates the Chinese New Year by spotlighting the creature, highlighted amongst assorted depictions of zodiac animals. The other 12 animals of the zodiac tradition are also included in the painting, intertwined in a dance of interconnectedness.

"I wanted to represent twelve animals because it's beautiful and generous for me, even though a single rabbit is ten times easier to paint," Mr. Pei-Ming said, in a statement.



*The artist used color to evoke a feeling of light, and to reference the Cognac. Image courtesy of Hennessy*

"The mass of the group is always impressive [it is] very mythical somehow."

The red and orange hues of "Le Grand Course," or "The Great Race" as the piece is titled, weave together the bottles of Cognac from Hennessy with allusions to Chinese New Year traditions, fusing heritage with craftsmanship. Light and generosity are at the center of this feat, as the artist shared an intention to center both facets above all else present amid this work.

"This painting is so particular," Mr. Pei-Ming said, in a statement.

"When you hold a bottle of Cognac up to sunlight, its hues and transparency vary so much," he said. "I wanted to portray Cognac but it's light that is really the color of this painting."

According to the artist, the vibrant painting captures themes of unity and shared culture, as the animals appear to freely move in one unit, an amalgamate family. Large brushstrokes, for which Mr. Pei-Ming has become well-known, bring his creatures to life, adding movement to the 6 x 3.5 meter or roughly 19 by 11 feet painting.

Per his own accounts, the colors are new for the artist, a step away from more regular black-and-white pieces of larger scale.



*The work features all of the animals of the zodiac, including the rabbit- this year's zodiac. Image courtesy of Hennessy*

The detail brings an added layer of depth to the project, as the piece's element of originality set it apart from the artist's other works.

"This painting can live independently; it doesn't represent a specific year," Mr. Pei-Ming said.

"It's a painting that can be shown at any time, place, or country," he said. "If you don't know the Chinese Zodiac, it's an autonomous painting, and a painting must be able to exist autonomously, independently."