

FOOD AND BEVERAGE

Hennessy Paradis announces Alicia Keys as first female brand partner

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Alicia Keys and Lang Lang show off their piano chops in the middle of the desert in Utah. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

French Cognac brand **Hennessy Paradis** is returning to its roots with the announcement of both a first-time celebrity ambassador and subsequent new activation.

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The brand has released a music-centric global campaign starring American singer-songwriter Alicia Keys, Hennessy Paradis' first female brand partner. To promote the Cognac blend, Ms. Keys and Chinese virtuoso pianist Lang Lang take to their pianos in the middle of the Utah desert, in a show of diverse style and culture by way of imagery and poetry.

"It's so cool to be able to play together for what it represents," said Ms. Keys, in a statement.

"We grew up on different sides of the planet, but we were able to come together and understand each other through harmony, music, passion, and bliss, to create the feeling of 'Paradis on Earth.'"

Blended notes

To promote Paradis, Ms. Keys, a 15-time Grammy award winner, took to the Utah desert where she and Lang Lang sit back to back, sending blended tones out across the vast expanse.

In addition to lending her image to the brand, the star has penned a poem for Hennessy Paradis. A duet produced by the brand featuring the pair is also to be released on Feb. 7.

"When thinking about harmony, I envision how beautiful it is to be able to stack one sonic on top of another, and how there are so many notes in between that create a beautiful expression of a melody that couldn't exist without the other," said Ms. Keys, in a statement.

As it turns out, the LVMH-owned maison's latest "Paradis(e) on Earth" affair is heavily intertwined with its history.

[View this post on Instagram](#)

A post shared by Hennessy (@hennessy)

Paradis founder and sixth-generation master blender Maurice Fillioux was a steadfast fan of classical music. The line's 1979 start marked Mr. Fillioux a conductor of sorts.

His symphony was to be found amid the cellar that maison Hennessy referred to as "Paradis" his resulting blend, a supple and round Cognac with a balanced aroma, having since become one of the maison's most beloved.

The parallels between Paradis' origins and the artistry to be found amid the process of music creation serve as the foundation of Hennessy's new campaign as now, nearly a half-century later, the harmonious note continues.

Beginning his collaboration with Hennessy in 2022, Lang Lang has maintained a close relationship with the musical medium.

The orchestral lead performed at the opening ceremony of the 2008 Olympic Games in Beijing, and that same year founded the Lang Lang International Music Foundation, which champions early education.

Ms. Keys has brought her craft to other brands' campaigns as well. In May of last year, she starred in a short film for German automaker Mercedes-Benz, which celebrated women in music ([see story](#)).

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