

FOOD AND BEVERAGE

## Hennessy taps designer Kim Jones for decanter refresh, debut footwear capsule

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*Kim Jones' collaborative collection includes the original HNY Low sneaker which was created based on original incarnations of the basketball shoe. Image credit: Hennessy*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand **Hennessy** is inviting another creative visionary to mold its decanter into an objet d'art.

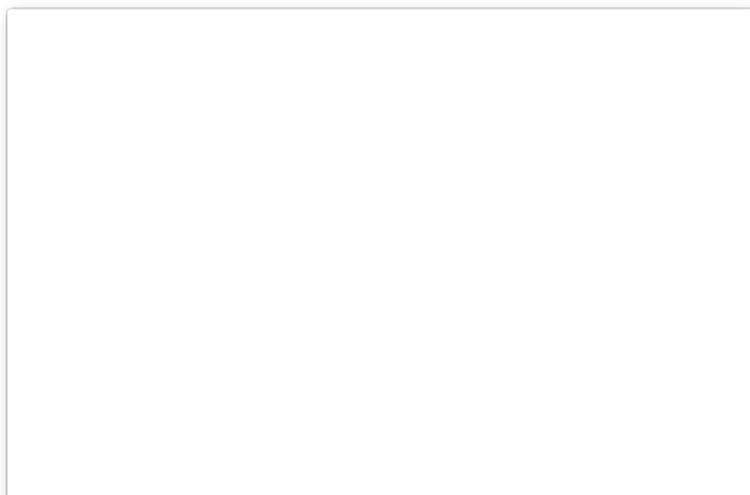
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Designer Kim Jones' has created a limited-edition capsule for Hennessy X.O, which includes an original design the HNY Low collectible sneaker in addition to his interpretation of the decanter. Mr. Jones is the artistic director of men's ready-to-wear and accessories at Dior and for womenswear and couture at Fendi.

"It is like a glass of Cognac in a sneaker form," Mr. Jones said in a statement about his original shoe a first for Hennessy which accompanies the decanter, alongside a bottle of Hennessy X.O.

In fact, the whole capsule pays homage to the spirit, its aging process and its presentation.

The sneakers are made of Cognac-hued nubuck leather and Cognac grape vines, with a co-branded logo embossed on the bottoms of rubber soles.



[View this post on Instagram](#)

A post shared by Hennessy (@hennessy)

The shoes are presented in a box made of the same oak as the barrels in which the blend is aged. The decanter, created using 3D printing technology as well as manual touches, is colored in gradient tones, evoking the same colors as Hennessy X.O.

Though this is a first collaboration between designer and house, Mr. Jones joins a long line of visionary designers who have put their spin on the carafe.

In October 2020, renowned architect Frank Gehry designed a decanter in honor of Hennessy's 150 anniversary. The surface of the piece was made of crumpled gold and glass to mimic the movement of the Charente River in France, a nod to Hennessy's heritage ([see story](#)).

The following year, Mr. Gehry collaborated with Hennessy and Baccarat crystal on another limited-edition series. Each of the 30 Mathusalem decanters in the Baccarat x Hennessy x Frank Gehry collection was formed using its own individual mold ([see story](#)).

Last October, Place Vendome jeweler Lorenz Baumer created a basketball-inspired carafe for Hennessy blend Paradis, in honor of the National Basketball Association's 75<sup>th</sup> anniversary.

Again employing Baccarat crystal, Mr. Baumer's spherical container featured gold accents that mirrored the seams of a basketball, and is, again, meant to reflect the Cognac's copper color ([see story](#)).

The Paradis x NBA collaboration is on display in Macau, China this month as part of the 11<sup>th</sup> annual "Masters of Wines and Spirits" exhibition hosted by luxury retailer DFS Group ([see story](#)).

The Hennessy x Kim Jones collection will be available in 200 editions beginning March 17. More information, including a commemorative behind-the-scenes video titled *The Fabric of Time*, is available on Hennessy's [website](#).

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