

FOOD AND BEVERAGE

Hennessy blends cultures with metaverse concept

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The brand is firing from all corners of the virtual world via the Web3 platform "H3NSY." Image credit: Hennessy

By AMIRAH KEATON

French Cognac brand Hennessy is continuing to take risks with Web3.

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In light of newly-established digital platform "H3NSY," the team is firing from all corners of the virtual world, merging cultural forces and master blends in a series of "phygital" activations. Last month, 9 early adaptors joined the brand for a tasting and tour as for the future of the initiative, Hennessy has just pulled back the veil on what is to come.

Blockchain debut

Born in February 2023, the launch of "H3NSY" marked one of LVMH's oldest companies' blockchain debut.

Hennessy flirted with Web3 tools last year, offering an inaugural digital collectible with NFT marketplace BlockBar the "phygital" release included the Hennessy 8 NFT, plus the Cognac itself, valued at \$226,450 and served in a decanter created by craftsman at French crystal maker Baccarat followed by the introduction of Cafe 11, a social club opened in partnership with decentralized autonomous organization and metaverse-regular Friends with Benefits.

After a few related jaunts with the technology, leaders committed, delivering an entirely separate brand identity for the project ([see story](#)).

Arriving with a dedicated site and Twitter channel, in addition to a chat room on server-based social platform Discord, fans of the ecosystem were drawn in by limited-edition merchandise, exclusive drops and general fanfare on the future of an exciting new medium.

On its promise, the 250-year Cognac operation is rolling out a series of make-goods.

What happens when Web3 comes to Cognac?

Last month we invited 9 leaders in the Web3 space to join us in Hennessy's history home of

Cognac and immerse themselves in our 250 year old brand. pic.twitter.com/I58HKyTfVK

H3NSY (@H3nsy) [April 12, 2023](#)

Back in April, the brand sparked conversation and connection as part of an influential "IRL" meetup last month. An illuminative video release gives color to the collaborative affair.

Hennessy's on-site history lesson folded in a talented, targeted attendee roster, including the likes of Benoit Pagotto and Nikhil Gopalani of metaverse design studio RTFKT, Judene Small and Chris Lyons of Silicon Valley-based venture capital firm a16z, Benoit Aubas, Web3 manager at LVMH and Stephanie Saffa Simon, head of Community and Web3 at luxury retailer Farfetch ([see story](#)).

The group visited the Hennessy maison center, touring terrior and observing vines amid France's Charente region in France.

Enjoying a guided Cognac tasting, the cohort engaged in an exercise that juxtaposed savoir-faire and tradition against the proliferation of modern-day blockchain technology.

The dialogue is ongoing.

Continuing the conversation

On Wednesday, May 3, Hennessy Laurent Boillot Rug Radio, which makes claim to being the first fully decentralized media platform, for a "H3NSY"-themed live audio chat on Twitter Spaces.

A relic of pandemic-era innovations representing a "phygital" rollout all its own, Twitter launched Spaces after newcomer Clubhouse ([see story](#)) piqued public interest in the format, enabling real-time conversations from a distance under particularly befitting conditions entrepreneur and NFT collector Farokh played host.

Attention, Caf 11 holders: something very special is coming your way! Can you guess where we'll make the invisible visible? [#StayTuned pic.twitter.com/NL88xU88IS](#)

H3NSY (@H3nsy) [May 3, 2023](#)

The chief executive was accompanied by brand strategist and brains behind the project Danielle Barich, Hennessy's Web3 development director.

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