

FOOD AND BEVERAGE

Hennessy debuts France exclusive Stphane Ashpool collaboration

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A new bottle rendered from the Hennessy V.S. spirit design will only be available in France, set to release as a limited edition on June 16. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

French Cognac brand **Hennessy** is partnering with a well-known fashion designer and internet creator to release a variant of an existing spirit.

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In collaboration with Stphane Ashpool, the Cognac label will launch "The Chameleon," a green-hued take on the Hennessy V.S. spirit. The twist, only available in France, will be released in an exclusive limited edition on June 16.

Hennessy x Stphane Ashpool

Parisian Pigalle sportswear brand's founder and designer was given carte blanche to create the iridescently bottled take on the mojito cocktail.

The vessel, iridescent green and speckled with glitter, was created to show the many facets of the designer himself, fitting with the name of the connection, The Chameleon. Involved in music, fashion, art and sports, Mr. Ashpool brought all the cultures together into a singular product.

The Chameleon represents the convergence of Mr. Ashpool's areas of passion

Showcased in a 28-second video, Hennessy spotlights this latest take on the bottle's iconic silhouette, while granting a look Mr. Ashpool's naturalistic design philosophy.

Collaborations of this sort, like the label's recent work with the National Basketball Association, have been classified under Hennessy's "The Streets" culture initiative, which seeks to intertwine the Cognac brand in its customers' lifestyles. In this effort, the brand also recently entered Web3 by creating the platform, "H3NSY" ([see story](#)).

No word was given on how much "The Chameleon" will cost upon its limited release.