

FOOD AND BEVERAGE

Hennessy highlights sustainability with new outdoor exhibition in Paris

June 21, 2023



"Cultivating our Forests, Cultivating our Future" is part of the "Forest Destination" regenerative program. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is continuing to spread the word on the benefits of agroforestry.

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Turning to the trees, the maison is hosting an outdoor exhibition focused on the value of the globe's wooded ecosystems at Jardin d'Acclimatation, Paris' premiere amusement park for children. Slated to run through July 9, 2023, the activation launches in alignment with Hennessy's overarching "Forest Destination" program, which keeps the goal of regenerating 50,000 hectares, roughly 124,000 acres, of forests worldwide by 2030 close.

"Maison Hennessy is proud to have a chance to host this exhibition at the Jardin d'Acclimatation in order to spotlight the work and vision of talented local contributors who engage with an essential global issue that is too often overlooked," said Laurent Boillot, CEO of [Hennessy](#), in a statement.

"This exhibition, which is open to everyone, is designed to heighten awareness among families of the most important challenge in our history, namely preserving forests and biodiversity," Mr. Boillot said. "We are firmly committed to providing future generations with concrete solutions that will help them meet this challenge."

Sound soil, better brews

"Cultivating our Forests, Cultivating our Future" raises awareness about tree conservation and the importance of the movement for the sake of a livable planet.

Outlining the function of forests in globally-scaled terms, the exhibition shines a light on how trees keep the climate balanced, enabling land-reliant practices such as farming. The display is open to the public, extending Hennessy's program with international photography capturing the state of woodlands worldwide.

The delivery offers education amid musical presentations and other festive happenings at the Jardin d'Acclimatation. Larger picture, the brand is relying on a four-part plan to revive fertile grounds everywhere.

Until July 9, [@Hennessy](#) presents its committed exhibition "Cultivate Our Forests, Cultivate Our

Future" at [@JardindAcclim](#), part of the "Forest Destination" program.

Learn More: [#LVMH](https://t.co/2WcQzasweA#LVMH) [#Hennessy](#) [#JardindAcclimatation](#)
<pic.twitter.com/lqA7RLLfAE>

LVMH (@LVMH) June 20, 2023

Landscape adaptation is a pivotal part of the preparatory stage for the work ahead, as Hennessy looks to tailor reforestation to the various ecosystems at hand.

Post-planting, Hennessy anticipates a multi-month cultivation period, during which it will oversee the healthy growth and preservation of the trees. Part of its task will be to nurture the soil that nourishes the forest itself, a feat the maison has undertaken with good reason, as an operation that relies on healthy land for successful growing seasons ([see story](#)).

Acting on another key pillar within the Forest Destination framework, the brand is providing local populations with the training needed to tend to the essential plants moving forward.

Additionally, educational pushes are in the works to heighten awareness and encourage widespread conservation efforts, this latest exhibit among them.

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