

FOOD AND BEVERAGE

Mot Hennessy opens first-ever cocktail bar

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Marrying hospitality and luxury liqueurs, the venture is an immersive show of identity. Image credit: Mot Hennessy/Vincent Leroux

By EMILY IRIS DEGN

LVMH's wine and spirits arm Mot Hennessy is announcing a new space in a culture-centric locale.

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Putting a distinctively French sense of art de vivre at its heart, the company is opening **CRAVAN**, a cocktail venue encompassing five floors, three bars and among other things, a specialty Rizzoli bookstore. Marrying hospitality, luxury spirits and cultural appreciation for the conglomerate's home nation, the venture is an immersive show of identity.

"It is with great pride that we open today the doors of CRAVAN, bringing to life Mot Hennessy's mission: crafting experiences," said Philippe Schaus, chairman and CEO of **Mot Hennessy**, in a statement.

"I am delighted to start welcoming our guests at the heart of the historical literary neighborhood of Saint-Germain-des-Prs, inviting them to step into the unique and singular universe of CRAVAN," Mr. Schaus said. "Celebrating epicureanism through a sustainable, lasting and inspired approach of hospitality, CRAVAN is a strategic milestone in Mot Hennessy's ambition to lead the future of luxury wines and spirits."

Culture and cocktails

Though CRAVAN is a first for the group, the strong dose of experiential marketing at play is something the Mot Hennessy is practiced in.

Often grounding touchpoints in Frenchness and national pride ([see story](#)), this venue is also true to the habit.

Located at 165 Boulevard Saint-Germain, Paris 6e, CRAVAN is housed in a 17th-century building in Paris, spread across five floors. While the spot is inherently historic, the space was modernized by Belgian designer Ramy Fischler.



Large windows bring in natural light to the comfortable seating areas, showing off the modern city from the centuries-old establishment. Image credit: Mot Hennessy/Vincent Leroux

Throughout the multiple levels, guests can enjoy three cocktail bars, and aesthetics influenced by various genres of art, including cinema, fashion and literature.

The written word is an especially strong player, brought forward by the in-house Rizzoli bookstore, curated by the venue itself. A "Library Room" boasts views of the romantic city streets below, shelves of gold-lettered novels and comfortable seating upon which to enjoy LVMH beverages.

CRAVAN founder and artistic director Franck Audoux pours his restaurateur and cocktail expertise into the trio of bars within, partnering with Mot Hennessy to jointly concoct a scene tailored specifically to capture the artistic culture of The City of Light.

Each bar serves drinks made with LVMH products such as Ruinart Brut, mixed with basil flowers for the "Royal Basil," and Cognac Hennessy VS, which with cider cordial is called "Look for noon," offered on the third-floor bar. Culinary pairings are also available, ranging from mushroom and glasswort tempura to lemon meringue pie for something sweet.



The CRAVAN-curated bookshop within the five-floored building odes the neighborhood in which it sits. Image credit: Mot Hennessy/Vincent Leroux

On the top floor, an exclusive atelier welcomes visitors by invitation only.

Cinema shines above this level, as on the roof there is a miniature Parisian kiosk where films are shown in the summertime at nightfall.

Built with evenings in mind, CRAVAN is open Tuesday through Saturday from 5 p.m. to 2 a.m.

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