

FOOD AND BEVERAGE

Hennessy taps Oscar-winning director for new campaign

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French-American film director Damien Chazelle is helming the label's "Life is an Odyssey" campaign for Hennessy X.O. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is looking to Academy Award-winner Damien Chazelle for its latest drop.

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The French-American film director, the youngest to ever win the prestigious "Best Director" Oscar, is helming the label's "Life is an Odyssey" campaign, centered on the Hennessy X.O beverage. Mr. Chazelle brings further pedigree to the "Odyssey" trilogy, as the maison has previously collaborated with iconic fixtures of the movie industry, including English director Ridley Scott and Danish filmmaker Nicolas Winding Refn.

"In his epic Odyssey, Damien Chazelle delicately infuses each element of the film with the craftsmanship and timelessness of Cognac-making," said Laurent Boillot, president and CEO of **Hennessy**, in a statement.

"A French-American storyteller with a gift for rendering larger-than-life emotions on the screen, Chazelle is the ideal partner to encapsulate the greatness that lies in each single drop of Hennessy X.O cognac."

Auteur's touch

Titled "Life is the Greatest Odyssey," the seven-minute-long film showcases the dream-like global travels of a nameless main character.

A musician, much like many of Mr. Chazelle's other leads, such as those in *La La Land* or *Whiplash*, the man collects stickers from the countries and cities he finds himself in, each adorning his cello's case, the number growing as the video progresses and he ages.



The short film is shot in Prague, presenting the relationship between beverages and people's lives. Image credit: Hennessy

"The film centers around the idea that the most fleeting of emotions can trigger an odyssey wherein childhood, early adulthood and the future overlap," said Mr. Chazelle, in a statement.

"With Hennessy X.O I looked into one person's memories while leaving the audience to complete the picture."

The campaign is scored by a longtime collaborator of Mr. Chazelle no stranger to luxury ([see story](#)) and a fellow Academy Award-winner, Justin Hurwitz. His visual compositions guide the dialogue-free film, placing an even larger importance on the music.

Shot in Prague, the audio-visual marvel shows how integral a beverage, in this case Hennessy X.O, can be to someone's life.

The drink's seven distinct notes are said to be represented by each of the filmmakers' touches, according to the maison, leaving four spots open for the future of "Life is an Odyssey."

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