

FOOD AND BEVERAGE

Courvoisier releases limited-edition bottle design

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The special-edition VSOP bottles are available exclusively via British department store Selfridges. Image credit: Courvoisier

By LUXURY DAILY NEWS SERVICE

French Cognac house Courvoisier is launching exclusive packaging for one of its marquee beverages.

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Available now in the U.K., Courvoisier Very Superior Old Pale (VSOP) dons four limited-edition designs. Created by British Nigerian artist Yinka Ilori, the brand's "Ambassador of Joy," the bottle odes the maison's home of Jarnac, France.

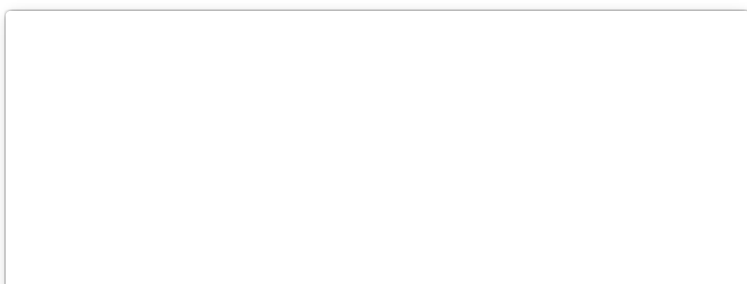
"Like Yinka's commitment to making art playful and community-driven, we believe in making the cognac experience a joyful one that can be enjoyed by anyone," said Jon Potter, managing director at [Maison Courvoisier](#), in a statement.

"We are continuing to redefine the cognac category by placing Courvoisier in consumption moments that are vibrant and vivid," Mr. Potter said. "Yinka's VSOP bottle design features bold colors inspired by our home in Jarnac and continues to bring to life our brand world that is about savoring life's pleasures."

Exclusive offering

In England, the special-edition VSOP bottles are available exclusively at London's Selfridges department store and on the British retailer's website.

The four bottles have labels showcasing hues of blue, pink, orange and purple, each with a corresponding gradient in the background. Less than 1,000 bottles of the limited design will be produced and distributed across the globe.



[View this post on Instagram](#)

A post shared by YINKA ILORI (@yinka_ilorl)

In October 2023, the small VSOP batch will make its way to the United States, Canada and France. It currently retails for 200 euros, or roughly \$218 at current exchange.

"I am delighted to collaborate with Courvoisier once again in my role as 'Ambassador of Joy,'" said Mr. Ilori, in a statement.

"As an artist and designer, my work aims to spread happiness, foster togetherness, and create joyful memories values that Courvoisier also champions," Mr. Ilori said. "In designing this new bottle, my goal was to craft something that evokes the spirit of celebration.

"Whether appreciating art or relishing the flavors of Courvoisier with good company, I hope my vibrant designs inspire blissful moments and bring more joy into people's lives."

Recently, LVMH-owned Champagne house Krug also paid tribute to its homeland, though through much different means ([see story](#)).

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