

FOOD AND BEVERAGE

Rmy Martin sponsors New York City gala honoring hip-hop history

August 28, 2023



The Rmy Martin VSOP Mixtape Volume 3 Limited Edition and The Rmy Ginger Cocktail. Image credit: Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand **Rmy Martin** is platforming a philanthropic cause with ties to a genre born in the Bronx.

Dedicated to the preservation of the genre, New York City's **Universal Hip Hop Museum** tapped the maison to host its inaugural Benefit Gala, "50 Years of Hip Hop: NYC to the World," on Aug. 24 in recognition of figures who have contributed to the success of the art form since its advent in 1973. Held as the result of a collaboration between the venue and leading American audio company iHeartMedia, through the affair, Rmy Martin continues to help "safeguard the history of hip-hop and music culture for generations to come."

Musical mission

Attended by more than 350 guests, the exclusive event featured performances from American hip-hop group De La Soul and Harlem-born singer-songwriter W Ani, who has been featured on television programs "The Voice" and "American Idol."

VIPs including American DJ, CEO, philanthropist and photographer Derrick "D-Nice" Jones, winner of the Universal Hip Hop Museum's "Innovation Award" and fashion designer Duckie Confetti raised a "Rmy Martin XO Gold Fashioned" to hip-hop's 50th year as a number of honorees joined Thursday evening's lineup.

Brad Smith, vice chairman and president of Microsoft and winner of the "Spirit Award" and Senate Majority Leader Chuck Schumer, recipient of the "Change Maker Award," were both praised by the chronicling institution.

Raise a glass with us as we celebrate 50 years of Hip-Hop.

For this legendary anniversary, we teamed up with trailblazing DJs that changed the game with their timeless mixtapes. And dropped our own Limited Edition Rmy Martin VSOP Mixtape Vol. 3 honoring their stories and pic.twitter.com/AMBNUmmMr2

Rmy Martin Cognac US (@remymartinUS) August 11, 2023

Other music industry executives such as Epic Records chair and CEO Sylvia Rhone and L & M Development Partners CEO and partner Lisa Gomez were acknowledged throughout the night.

Online retailer Farfetch also put a spotlight on the cultural milestone last week, tapping American rapper Nas and American graffiti artist Futura for the release of original works of art and limited-edition vinyl records ([see story](#)).

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.