

FOOD AND BEVERAGE

Limited-edition Hennessy drop spotlights Year of the Dragon

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The label is refreshing versions of the VSOP, XO and Paradis beverages as part of a limited-edition launch slated for 2024. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is collaborating with contemporary artist Yang Yongliang.

The label is refreshing versions of the VSOP, XO and Paradis beverages as part of a limited-edition launch. An array inspired by the artist's digital piece titled "Dragon's Odyssey," which melds the worlds of Cognac and three-dimensional art, lands in the lead-up to 2024, the Year of the Dragon, according to the Chinese zodiac.

"Hennessy has a deep connection with the Chinese culture, as we have 163 years of shared history," said Laurent Boillot, president and CEO of [Hennessy](#), in a statement.

"We are delighted to celebrate the majestic Year of the Dragon," Mr. Boillot said. "The artistic genius of Yang Yongliang seamlessly blends traditional Chinese art and legend with modern mediums and digital photography; he brings to life powerful, legendary dragons.

"We're very excited to launch our limited-edition collection globally and to welcome this New Year with our Hennessy friends and family."

New year, new edition

Hennessy x Yang Yongliang features 1-liter decanters adorned with Mr. Yongliang's art, crafted by more than 10 artisans at a family-run manufacturer.

Each bottle uses a different coloration -- packaging for Paradis comes in white while VSOP's takes on a red hue and XO's dons a reflective golden sheen, each of the collectibles arriving in an oak gift box.

Source work draw upon the campaign tagline, "Together We Are Unstoppable."



Announced in late November, the bottles are limited to 485 pieces each. Image credit: Hennessy

"It was important to me to work with a brand that has respect of its own history and traditions, as Hennessy does," said Mr. Yongliang, in a statement.

"It links the present to the past in everything it does, and I resonated with that," he said. "My inspiration for this collection comes from my special fondness for dragons they're so symbolic and legendary, and I grew up hearing stories about them.

"Using contemporary digital technology meant I could add a three-dimensional element and bring the dragons to life, and I hope this inspires people to learn more about the historical and cultural contexts of dragons."

The maison has tapped prominent creatives across film ([see story](#)) and music ([see story](#)) to helm campaigns in recent months.

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