

FOOD AND BEVERAGE

Hennessy ventures into Asia with first retail flagship

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The Hennessy flagship has opened within the Taikoo Li Qiantan high-end retail complex in Shanghai. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand **Hennessy** is taking its sales endeavors to Shanghai.

The maison has officially opened its first flagship in Asia, setting up shop within its most populous city's Taikoo Li Qiantan high-end retail complex. The new property serves as Hennessy's olive branch opportunity, as the brand seeks to adapt its codes to connect with Chinese consumers and collaborators.

Cognac and company

Hennessy joins the likes of Louis Vuitton, Audemars Piguet, Balenciaga, Dior, Prada, Tiffany and Co., Gucci, Cartier and other luxury tenants within the complex.

The new store is crafted around the design concept of "Crafted by Men, Forged by Time," which melds the experiential, immersion and heritage into a bespoke retail space. Stocking the full range of beverages, including rare editions, the opening celebrates the nearly 260-year-old company's selection of libations.

Cognac Maison **@Hennessy** has recently opened its first flagship store in Asia at Taikoo Li Qiantan. The new boutique displays the complete range of Hennessy products including locally crafted limited editions.

Learn More: <https://t.co/rFpLvqgyXG#LVMH #Hennessy pic.twitter.com/XwRcdOE5Fq>

LVMH (@LVMH) December 22, 2023

In the middle of the store sits Hennessy's "Master Blender Table," which chronicles the experiences of eight generations of master blenders and partner artisans engaged throughout the label's existence. Tasting and personalization services are also on offer.

As the demand for high-end products in the region grows, Hennessy is trying to harness the power of localized interest, releasing limited editions of its VSOP, XO and Paradis beverages to celebrate the arrival of the Year of the Dragon ([see story](#)).

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