

FOOD AND BEVERAGE

# Louis XIII promotes fashion capsule inspired by Cognac

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*The Louis XIII x LaQuan Smith Collection will be commercially available beginning in March 2024. Image courtesy of Louis XIII*

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By LUXURY DAILY NEWS SERVICE

In a new campaign, Rmy Martin's Cognac house Louis XIII is announcing its very first accessory partnership.

Working with New York-based designer LaQuan Smith, the brand has created a pair of boudoir gloves and a chain pouch to go with a collection entitled, "The Drop." The selection is available for pre-order now, and features the two fashion items and a set of five multi-colored bottles of Cognac.

"This collaboration with Louis XIII Cognac and LaQuan Smith highlights our shared commitment to both modernity and timelessness," said Tina Reejsinghani, vice president of luxury brands at [Remy Cointreau USA](#), in a statement.

"Together, we're thrilled to showcase a truly unique collection and campaign with each accessory serving as a testament to the history of Louis XIII's craftsmanship, reborn with LaQuan's impeccable eye for style."

## **Drinking it in**

The Louis XIII x LaQuan Smith Collection will be commercially available beginning in March 2024.

Retailing for \$2,300, the box set will be listed on [us.louisxiii-cognac.com](#) and [laquansmith.com](#), while supplies last. Quantities are extremely limited.

Each 10 milliliters in size, the five Cognac bottles are joined by The Drop Chain Pouch and The Boudoir Gloves.



*Gloves and a chain pouch are added to The Drop's five Cognac bottles, revealed by American model Jasmine Tookes. Image courtesy of Louis XIII*

The accessories bring together the crafts of Louis XIII and Mr. Smith, adding the element of fashion to the products' drinking experience.

"I'm thrilled to embark on this extraordinary journey with Louis XIII Cognac," said Mr. Smith, in a statement.

"This partnership encapsulates innovation and redefines the Louis XIII tasting experience," he said. "This

revolutionary collection is designed to spark conversation merging high fashion with the elegance of the maison's time-honored rituals."

Consumers are encouraged to don the wearables as they enjoy the spirits.

The gloves are opera-length and made from mesh, complemented by velvet detailing on the palm and interior forearm. They are a nod to Louis XIII's classic white glove service, their look modernized by Mr. Smith's touch and references made to his famous ready-to-wear catsuit design.

The chain pouch is made of silver, inspired by vintage flasks. A latticework enclosure can hold one of the Cognac bottles from The Drop.

#### *Presenting the Louis XIII x LaQuan Smith Collection*

All of this is put in the spotlight in a campaign called "A Drop in Time By Louis XIII x LaQuan Smith."

The minute-long slot stars American model Jasmine Tookes. With direction from American photographer Greg Swales and French fashion editor Carine Roitfeld, the visuals capture a glamorous lounge stocked with sparkling bottles of Cognac.

"Accessories are the punctuation marks of style, they add distinct personality to the narrative of fashion," said Ms. Roitfeld, in a statement.

"In the Louis XIII x LaQuan Smith campaign, we've woven each accessory with LaQuan's elegant ready-to-wear designs, their versatility and wearability serving as a testament to timeless allure."

In past renditions of The Drop, the maison has celebrated the collection with other virtual engagements ([see story](#)).

Real-time updates this year will be shared on Mr. Smith's and the brand's respective Instagram accounts.