

FOOD AND BEVERAGE

Louis XIII toasts third year at Wynn Las Vegas

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The Cognac house is pushing rare releases, exclusive porcelain collections and personalized gifting experiences at this year's holiday pop-up. Image courtesy of Louis XIII

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Rmy Martin's Cognac house **Louis XIII** is returning to West Coast crowds with an immersive boutique experience designed to captivate holiday clientele.

For the third season in a row, the brand is inviting guests to explore the 151-year-old French maison's world of craftsmanship. Presenting rare decanters, limited-edition collectibles and newly introduced porcelain tableware collections, the Louis XIII pop-up is open through Dec. 12 at Wynn Las Vegas.

"As we return to Wynn Las Vegas for a third year, we are honored to continue deepening our connection with clients who seek the very finest expressions of craftsmanship," said Tonia Mancino, vice president of luxury at Rmy Cointreau Americas, in a statement.

"The boutique offers an unparalleled opportunity to experience the timeless legacy of LOUIS XIII Cognac in the heart of a city celebrated for its vibrancy."

From cellar to store

The brand is hosting by-appointment-only tasting sessions each week, from Thursday through Saturday. In-store personalization services allow customers to engrave and emboss their Louis XIII bottles.

Special activations will take place at the pop-up over the course of the next few months, including during Concours at Wynn Las Vegas and Ultimate Race Week, when boutique shoppers can score limited-edition event-themed coffrets dressed in gold leaf detailing, alongside bespoke gift wrapping and holiday ornaments.



The Louis XIII pop-up is open through Dec. 12 at Wynn Las Vegas. Image courtesy of Louis XIII

Upping the amount of exclusives up for grabs at the Wynn compared to last season ([see story](#)), two new porcelain tableware lines are among the special-edition products currently on offer.

Reinterpreting fine dining through the lens of brand heritage and craftsmanship is Louis XIII Art de la Table, the result of a collaboration with French porcelain house J.L. Coquet. The boutique is the only location where U.S. shoppers can buy the "The Soil is Our Soul" and "Light of Time" collections.



Louis XIII Art de la Table results from a collaboration with French porcelain house J.L. Coquet. Image courtesy of Louis XIII

The latest drop from the brand's ultra-exclusive Rare Cask 42.1 can be purchased on-site. Featuring a black Baccarat crystal decanter, cellar master Baptiste Loiseau discovered the third-edition Rare Cask collection addition.

New to the U.S. as of this year, Louis XIII's \$33,000 three-liter Jeroboam is also in stock, and a curated range of Louis XIII's most coveted expressions, including The Drop, The Classic and The Magnum decanters, which sell for \$950, \$4,650 and \$10,500, respectively, will remain for sale within the holiday retail setting.

Located within the Show Shop near Wynn's Awakening Theater, the Louis XIII pop-up boutique launched Oct. 15, and is open Monday through Thursday from 10 a.m. to 9 p.m. and Friday through Sunday from 10 a.m. to 10 p.m. Extended hours go into effect during Concours weekend and Ultimate Race Week, with a closing time of 11 p.m.

For updates on event weekends and activations, the spirits producer encourages guests to follow Louis XIII's Instagram channel, [@LouisXIIICognac](https://www.instagram.com/LouisXIIICognac).