

DFS becomes exclusive travel retail partner for Hennessy X.O x Kim Jones collection



The exclusive collection will be available to DFS customers in North America and Macau

[DFS Group](#) (DFS) has announced that it will be the exclusive offline travel retailer to launch the [Hennessy X.O x Kim Jones](#) collection through DFS' global store network.

"This bold marriage of cognac and couture, a first of its kind across categories, demonstrates the undeniable impact both powerhouses have had in the world of design, luxury and culture as a whole," explains a press release. "Hennessy's highly coveted three-piece collection has been designed by world-renowned British Artistic Director Kim Jones."

The collection will be unveiled to DFS customers at the 11th annual [DFS Masters of Wines and Spirits](#), to be held in T Galleria by DFS, City of Dreams Macau, on March 17.

"Interweaving the richness of Hennessy X.O's 150-year heritage with Kim Jones' creative vision, the collaboration features a collectible sneaker, a masterpiece decanter and limited-edition bottle - all of which exemplify the merging of two iconic houses where science, design, artisanal craftsmanship and an ode to heritage is celebrated in the finest manner."

Taking inspiration from the early basketball shoe, Kim Jones has created the HNY LOW by Kim Jones, a light cognac-colored sneaker crafted from nubuck leather.

"I wanted it to be elevated and chic, to reflect both the long heritage of cognac and my own design values," says the designer, who also transposed the curves of the Hennessy X.O bottle onto the sneaker. "I wanted it to feel like you're almost looking into the bottle. It's a glass of cognac in sneaker form." The sneakers will be on display in Macau and at DFS Los Angeles Airport's store entrance.

"The Masterpiece Decanter is a sculptural piece of work that features a gradient blend of cognac shades and pairs 3D printing technology with hand crafted excellence. It comes with a specially developed titanium casing that acts as a second skin - evoking the same effect draping has to couture, while simultaneously mirroring the way Hennessy bottles used to be carefully encased in delicate tissue paper to protect its content during transportation. With only 200 pieces available worldwide, five Masterpiece Decanters will be on display at T Galleria by DFS retail outlets in Macau."

Available to DFS customers in North America and Macau, the Hennessy X.O x Kim Jones collection also includes a carafe encased in aluminum that "highlights the iconic curves and fluid beauty found within a Hennessy bottle." This carafe is also available for purchase separately.

The campaign will be rolled out across the DFS travel retail network with an activation at La Samaritaine and at the travel retailer's boutique installations across North America and at T Galleria by DFS, Macau, City of Dreams.

Christophe Marque, President Merchandising, DFS Group says, "We are tremendously excited and honored to be the exclusive offline luxury travel retail destination to unveil the Hennessy X.O. x Kim Jones sneaker, in what depicts the intricate craftsmanship found within cognac and couture. We are also delighted to be able to provide access to every piece of the collection to our customers, from the

Masterpiece Decanter, limited-edition bottle to the collectible sneaker. As a multi-category retailer, we have the platform to reach connoisseurs of both spirits and fashion, who will be thrilled to witness this once in a lifetime partnership.”

Laurent Boidevezi, President Moët Hennessy Asia-Pacific, Global Travel Retail & Private Sales, added, “Hennessy X.O and Kim Jones is an exquisite celebration of creativity and disruption. The collection demonstrates the best of both worlds – the world-renowned cognac making of Hennessy X.O and the cutting-edge couture crafted by British Artistic Director, Kim Jones. It marks the first time that the designer has partnered with a spirits brand, demonstrating the undeniable impact both Hennessy and Kim Jones have had in the world of design, luxury and culture as a whole.”