

Featuring the “Seven Worlds” of Hennessy, the brand unveils the first of its kind pop-up at Changai Airport for X.O campaign launch



This pop-up store at Changai Airport aims to deliver a multi-sensory, interactive and immersive experience, reminding visitors that each time one tastes Hennessy X.O, they go on an incredible odyssey

Hennessy is leaving giant footprints within the travel retail industry by launching the biggest Changai first pop-up store within Terminal 1’s Departure Transit Hall – a partnership between Changai Airport, DFS Group, the world’s leading luxury travel retailer, and Hennessy. The 150-square meter space allows visitors to explore the “Seven Worlds” of Hennessy X.O, which are brought to life in a short film directed by Ridley Scott.

The “Seven Worlds” are creative interpretations of each tasting note, described by Hennessy’s Comité de Dégustation as illustrations of Hennessy X.O’s taste and feel: Sweet Notes, Rising Heat, Spicy Edge, Flowing Flame, Chocolate Lull, Wood Crunches and culminating in Infinite Echo.

In the short film directed by Ridley Scott, all seven notes evocatively take shape under the iconic filmmaker’s direction, where he creates a visual journey that explores the seven flavor profiles in a surreal and sensorial narrative, dividing them into individual chapters.

This pop-up store at Changai Airport aims to deliver a multi-sensory, interactive and immersive experience, reminding visitors that each time one tastes Hennessy X.O, they go on an incredible odyssey. Visitors enter the pop-up and go on a journey of *all* Seven Worlds, beginning with Flowing Flame. The circular nature of the space allows visitors to seamlessly experience the seven oneiric stories, which convey the incredible richness and complexity of this iconic cognac.

The journey continues with opportunities to create fantastic content at digital kiosks such as

becoming the character of the Wood Crunches world through an interactive motion sensing activity. Visitors explore heightening their sense of taste through unique food pairings in the form of spiced marshmallows dipped in dark chocolate and refreshing honey cinnamon lollipops. At the same time, in the worlds of Chocolate Lull and Spicy Edge, exclusive scents have been created to engage the sense of smell. It is completed with a stop at the custom-built tasting bar – visitors are invited to enjoy a sip of Hennessy X.O.

Laurent Boidevezi, Moët Hennessy's Global Travel Retail President, comments: "At Hennessy, we recognize that travel retail goes well beyond being a key commercial channel. It's an amazing platform to build brand desirability in front of affluent and worldly consumers. Furthermore, crafting experiences is at the heart of Moët Hennessy's DNA, and this Hennessy X.O Odyssey pop-up, the largest in terms of size and duration, is the perfect illustration of what we stand for. We are thrilled to offer the opportunity for travelers to immerse themselves within the Ridley Scott's 'Seven Worlds' campaign and live the Hennessy X.O Odyssey."

Teo Chew Hoon, Group Senior Vice President of Airside Concessions, Changi Airport Group, says: "Changi Airport Group brings to passengers a multi-sensorial experience at the biggest Changi first outpost to date, together with Hennessy and DFS Group. With the Social Tree as the centerpiece, this outpost invites passengers to explore the 'Seven Worlds' of flavors of cognac in this integrated and interactive space, right here at Changi Airport."

Brooke Supernaw, Senior Vice President Spirits, Wine, Tobacco, Food and Gifts, DFS Group, adds: "Here at DFS, we take pride in curating not only an ever-growing collection of spirits, but also in experiences that elevate the customer journey to uncharted territory. A wide spectrum of touch points, creativity and innovation ensures an evocative and memorable experience for our well-traveled customers – assuring their return to our downtown T Gallerias and airport stores, as well as solidifying our position as the world's leading luxury travel retailer."

Open daily from 7am to 12am from now until February 2020, the Hennessy pop-up store at Changi Airport will retail Hennessy X.O carafes with its own limited edition sleeves. These packaging feature the captivating chapters for Flowing Flame (an exclusive for Changi Airport) and Rising Heat (APAC exclusive for travel retail). Watch the full film, as well as a "making of" video, behind-the-scenes content and an interview with Ridley Scott at thesevenworlds.hennessy.com.