

House of Hennessy opens flagship store in Haikou with "Arena" concept



The House of Hennessy in Haikou is designed around a new concept developed jointly by Hennessy and Cigüe Studio called "Arena"



The House of Hennessy has announced the opening of its largest flagship in the world at the Global Premium Duty Free Plaza in Haikou. The second flagship to open in China, it follows the House of Hennessy Mission Hills, which opened in February 2022.

The House of Hennessy in Haikou is designed around a new concept developed jointly by Hennessy and Cigüe Studio. Called "Arena," it encompasses all the aspects of a cultural forum, offering cognac lovers and connoisseurs a rich, multifaceted odyssey made up of memorable encounters, premium services and sensory experiences accompanied by contemporary voices and talents.

The "Arena" concept

According to the team, conceived as a modern cultural arena, the space lets customers immerse themselves in the world of Hennessy. Hennessy X.O and Paradis take center stage, complete with artistic collaborations, special limited editions such as the Hennessy X.O "Spirit of Travel" Hainan edition and exciting imagery, while a private Art room is dedicated to rare editions, exclusive pieces and personal consultations. Additional events include food and pairing ateliers, masterclasses and livestreams hosted by influencers.

The space is made of raw materials such as warm limestone and charcoal-colored oak, which evoke Hennessy's heritage, terroir and craftsmanship. "Touches of pale gold and mineral green echo the House's precious eaux-de-vie and the Charente River that flows through Cognac, France," reads the press release.



HENNESSY HANDS, a dedicated engraving service symbolizing the art of craftsmanship, is available on-site



HENNESSY HANDS

HENNESSY HANDS, a dedicated engraving service on a choice of leather accessories made for Hennessy Paradis, symbolizing the art of craftsmanship is available on-site.

Designed to grace the neck of the bottle, these accessories are inspired by the art of barrel making or cooperage. They may be personalized with initials "in a choice of engraving styles that recall the hand calligraphy on Hennessy's most precious casks," the PR continues.

Sense of place

Enhancing sense of place, Hennessy X.X.O is accompanied by a unique charm depicting Phoenix Island, the beach and coconut trees in a vibrant, exotic motif.

Mixology ateliers and masterclasses

The House of Hennessy offers consumers ateliers and masterclasses to appreciate cognac and refine the palate. A Hennessy cocktail menu features creations exclusive to the House of Hennessy in Hainan.

Live-streaming events

The House will welcome influencers and opinion leaders to participate in events open to the public via social media.



An inside look at the Rarities Lounge

Rarest editions and private consultations

The epitome of the House's savoir-faire, the Editions Rares Collection is comprised of the "most exceptional eaux-de-vie" in Hennessy's extensive library in the Founder's Cellar in Cognac. Here, cognac connoisseurs and collectors may discover unique blends such as Richard Hennessy, Hennessy Paradis and Edition Particulière.

Plus, guests can take part in private consultations and VIP tastings of Hennessy Paradis.

An unforgettable O+O journey

Visits to the House of Hennessy begin with the Hennessy Travel WeChat Mini Program and year-round

engagement on social media. The Mini Program allows travelers to connect with the House before arriving to the region and provides a selection of fine, destination-specific experiences and souvenirs.

All cultural experiences at the House of Hennessy may be booked online via the Mini Program.

Opening ceremony and gala dinner

Executives from Moët Hennessy and representatives from Hainan Development Holdings Co., Ltd. gathered on November 25 to officially unveil the 226-square-meter House of Hennessy. Guests were invited to experience the exclusive services and immerse themselves in the world of cognac created by Hennessy.

The evening consisted of a gala dinner where guests enjoyed curated Hennessy cognac pairing with authentic Hainan cuisine, while witnessing the 250-year history of Hennessy via visual projection technology. The multi-sensorial dining experience was accompanied by choreographed sounds, lights and rhythmic shadows, symbolizing the flowing eaux-de-vie.

“This new House of Hennessy in Haikou is designed to crafting a luxury experience and unique encounters for Cognac new comers, lovers, connoisseurs, and collectors. Travel retail is the perfect incubator of retail and Direct-to-Consumer, and Hainan is a strategic location. We want to ensure that our visitors sense the craftsmanship and culture of cognac while carefully selecting their Hennessy cognac rarities or enjoying a VIP Lounge service and immersive shopping experiences,” says Laurent Boidevezi, President of Moët Hennessy Asia Pacific, Travel Retail & Private Sales.

“The grand opening of the new House of Hennessy not only represents the extraordinary quality of its cognac and exclusive services, but also a full interpretation of Global Premium Duty Free Plaza's brand proposition of ‘exquisite, luxury and experience’. Driving the vibrancy of Hainan duty-free market, the new House of Hennessy will create an opportunity for consumers to get to know the savoir-faire and culture of cognac,” adds Yewen Lin, President of Haikou Global Premium Duty Free Plaza (Haikou) Co., Ltd.