

Maison Martell launches Gifting Collection to celebrate the season



A leading brand of Pernod Ricard GTR, Maison Martell's Gifting Collection features a pair of limited-edition bottles created by French artist, Pierre Marie, which revisit the legacy of the iconic house (and one of which is exclusive to the GTR channel)

Described as the perfect gifting choice of this year, Maison Martell is renewing its renowned Gifting Collection and introducing two limited-edition bottles created by French artist, Pierre Marie. The highly anticipated bottlings, available from mid-December, feature two beautiful package designs, one of which is exclusive to the GTR channel.

Taking an audacious approach, Pierre Marie's creative vision mirrors that of the iconic Maison Martell founder, Jean Martell. Choosing to revisit the legacy of Maison Martell with freedom of expression and a bold, contemporary style, both designs by Marie are inspired by travel and the celebration of the founding voyage of Jean Martell from Jersey Island to Cognac. Renowned for his exquisitely detailed designs and contemporary visual codes, Pierre Marie reinterpreted house icon Martell Cordon Bleu.

"When I visited Maison Martell, I was fascinated to discover the archives and in particular the illustrated posters, which were used in advertising campaigns. They were the inspiration for the poetic, narrative style of my designs for Martell Cordon Bleu," says Marie.

Titled "The Epic Voyage", the first design is exclusive to GTR. Illustrating the journey of the vine and the oak cognac around the world with motifs of ships, trains and hot-air balloons, these elements are interspersed with red and gold clouds, a traditional Chinese symbol of good fortune.

Named "The Vine and the Oak", the second design is an intricate tracery of leaves and shoots in rich shades of red and gold.

The Martell Cordon Bleu ribbon of excellence, the emblem of this legendary blend and an icon in the world of cognac and beyond, is interwoven through both of the designs - each offering a bespoke poem written by the artist himself.

"The new Martell Gifting Collection delivers limited edition bottlings that we know cognac lovers will adore. Pierre Marie's style and vision perfectly reflect the heritage and values of the house. We are thrilled to be launching a GTR exclusive into the channel," notes Lisa McCann, Global Brand Director, Martell, Malts & Modern Brands at Pernod Ricard GTR.

Global Travel Retail offers many new and exciting sales opportunities, allowing us to respond to the open-minded attitudes we're seeing from our shoppers as they continue to embrace this new digital format. Launching with the Pernod Ricard portfolio created true enthusiasm and anticipation in the lead up to the event," comments Zhao Feng, Vice President of China Duty Free Group.

With a unique digital introduction, the Martell Cordon Bleu x Pierre Marie limited editions encourage cognac lovers everywhere to come together to celebrate generosity, creativity and audacity during the festive season and beyond.

The Martell Gifting Collection will be available in the channel from mid-December 2020 in all CDFG Hainan stores and from January 2021 in key airports such as Shenzhen airport, Hong Kong airport and Singapore airport and from mid-January 2021 in Macau airport. The bottle will retail at \$240 USD for 1L 40% ABV bottlings. Retailers selling the liquids will include CDFG, SZDF, Kingpower, Anway, Lotte Duty Free and Lagardère.