

# Martell unveils Paris Exclusive Edition for 2024 Olympic Games



For global travelers, limited editions are a top luxury purchase driver; the new Martell Cordon Bleu Paris Exclusive Edition makes an attractive gift

Pernod Ricard Global Travel Retail (PRGTR) has introduced the latest addition to the Martell Cordon Bleu City series, the Martell Paris Exclusive Edition. This new release pays tribute to the 2024 Paris Olympic Games scheduled for July to August.

Following the Hainan and Singapore City editions launched in 2023, Maison Martell, the oldest among renowned Cognac houses, debuts an intricate packaging design showcasing Parisian cultural icons and landmarks.

## Market appeal

Research indicates that 54% of global travelers purchase duty free exclusives or unique products, with limited editions being a top luxury purchase driver. This makes the new Martell Cordon Bleu Paris Exclusive Edition an attractive gift or a meaningful addition to personal collections.

The Paris edition will be available exclusively through Lagardère Travel Retail at Paris Charles de Gaulle Airport, Paris Orly Airport, and Martell's brand home in Cognac.

The packaging design artfully captures Paris's spirit and identity, blending cityscape imagery with Martell's signature brand style while honoring the Maison's 300-year heritage. The boxes feature a window offering a glimpse of the bottle inside.

With the Paris Olympic Games expected to draw over one million travelers seeking mementos, this edition is positioned as a special souvenir of the event.

Victoire Gueugnier, Lagardère Travel Retail Director of Alcohol Supply & Purchasing commented: "The 2024 Paris Olympics represents another historic landmark for France and for its capital, so we are delighted to partner with Pernod Ricard Global Travel Retail to offer this bespoke gifting proposition. We believe it is more than worthy of such a momentous occasion and look forward to welcoming travelers into our stores to discover the exclusive offer from the world-famous Maison Martell."

Antonio Duva, General Manager Pernod Ricard Global Travel Retail, EMEA said: "We are committed to delivering the finest travel retail experiences for our customers and offering them exclusive products to enhance their journey. The Martell Paris Exclusive Edition fulfills this promise, while also signifying a special union of three French companies, proud to celebrate the third Olympic Games to be staged in Paris. We are delighted to launch this edition on the global stage in the sensational setting of Paris Charles De Gaulle's Terminal 2E, home to some of the world's leading luxury brands and global icons."