

# Moët Hennessy Travel Retail unveils Chinese New Year spectacle across APAC



An activation has been set up at Melbourne Airport Lotte Duty Free departures store to support the limited-edition release of its Chinese New Year collection in Oceana travel retail

Moët Hennessy Travel Retail has unveiled a series of Chinese New Year activations for Maison Hennessy in travel retail across Asia Pacific. The festivities that span several locations, including Melbourne, Zhuhai, Macau, and Taiwan, are engage travelers "with a fusion of tradition and innovation, bringing to life the brand's rich heritage through storytelling, collaborations and sampling elements."

The featured limited-edition Chinese New Year collection, crafted by visionary Chinese artist Yang Yongliang, drew inspiration from Yang's digital masterpiece, "Dragon's Odyssey." This collection blends traditional drawings with contemporary digital technology, embodying the spirit and vitality of the majestic creature for the Chinese New Year of the Dragon. Aligned with Maison Hennessy's campaign tagline, "together we are unstoppable," the collection resonates with the ethos of 2024 - a year to unleash positive energy and celebrate unity, making it an ideal choice for festive gifting.

## A Dragon's Odyssey unleashed at Melbourne Airport

In collaboration with Lotte Duty Free, a 15-square-meter activation space has been

set up at Melbourne Airport Lotte Duty Free departures store to support the collection's launch in Oceania travel retail. A majestic golden dragon symbolizing joy and prosperity can be found at the entrance, capturing the attention of shoppers and driving footfall.

At the activation, limited-edition offerings including the special 2024 Chinese New Year Hennessy X.O, and Hennessy V.S.O.P, are available. Customers also have the opportunity to claim red Hennessy envelopes to share their Lunar New Year best wishes with friends and family.



In Macau, Hennessy has debuted the collection at the two boutiques at the T Galleria by DFS, Macau, Shoppes at Four Seasons and City of Dreams, as well as the pop-up at the Shoppes at Four Seasons

### **Hennessy's Chinese New Year celebrations at Macau**

In Macau, Hennessy has debuted the Hennessy 2024 Chinese New Year limited-edition collection at the two boutiques at the T Galleria by DFS, Macau, Shoppes at Four Seasons and City of Dreams, as well as the pop-up at the Shoppes at Four Seasons. The collection was launched at the House of Hennessy boutique and a pop-up at The Shoppes.

To celebrate the new year, molecular tastings are available at the boutiques and the pop-up, while the collection at the Shoppes at Four Seasons boutique is accompanied by Hennessy cocktails and calligraphy services on the weekends. As described by the team, "molecular tastings are cocktails that are deconstructed and encapsulated into tiny spheres that burst with flavor upon consumption, allowing guests to savour the essence of each cocktail in a novel and memorable way."

Shoppers could visit the House of Hennessy in Four Seasons Hotel Macau from December 16 to

January 14 to indulge in cocktails by an expert mixologist and receive personalized greeting cards handcrafted by a calligrapher.

### **Interactive experience at Zhuhai Duty Free**

The Hennessy Chinese New Year 2024 campaign has also been introduced at Zhuhai Duty Free at the Gongbei border arrivals store with an immersive 45-square-meter pop-up experience, open until the end of February. Visitors can explore the Chinese New Year 2024 limited-edition offerings of Hennessy X.O and Hennessy V.S.O.P Deluxe.

Shoppers are treated to an exclusive and interactive experience with the larger-than-life displays of the legendary dragon and Yang Yongliang's artwork. Guests can also personalise a poster card with the help of an AI-powered robot to include Chinese New Year wishes, creating a unique and memorable experience.

### **Unleashing Hennessy's Lunar New Year revelry in style in Taiwan**

The Hennessy activation at Taiwan Taoyuan International Airport's Terminal 2 Departures promises a unique experience for travelers. Attendees will be immersed in the world of Hennessy with molecular tastings, providing an epicurean adventure that elevates the Lunar New Year celebration.

Specifically for the festive period starting now until February 24, visitors can experience local delights such as Mullet Roe and Date Cake pairings with Hennessy X.O and V.S.O.P for a unique and flavorful celebration.

Additionally, consumers will receive exclusive Hennessy offerings like red packets gifted with every Hennessy purchase. For those seeking an extra touch of elegance, a stylish tote bag can be obtained with a Hennessy purchase of NTD3,700 (US\$20) or more.