

# LOUIS XIII COGNAC launches first-of-its-kind pop-up at Changi Airport



The LOUIS XIII's pop-up boutique at Singapore's Changi Airport Terminal 3 Departure Hall will be available from now till November 13

From now till November 13, travelers at Singapore's Changi Airport Terminal 3 Departure Hall will get to enjoy a multi-sensorial journey at LOUIS XIII's pop-up boutique.

The pop-up is a collaboration between Rémy Cointreau Global Travel Retail (GTR), DFS Group and Singapore's Changi Airport Group. In a press release, LOUIS XIII said the 45-meter square pop-up's design was inspired by LOUIS XIII boutiques in China and the United Kingdom.

## LOUIS XIII pop-up highlights

The main attraction of the pop-up is the LOUIS XIII Century Wheel, an interactive circle of light that brings the century-long ageing process of LOUIS XIII cognac to life in a spectrum of cognac shades.



The LOUIS XIII Century Wheel showcases the century-long ageing process of LOUIS XIII cognac

An artefact library and a brand history wall also invite travelers to discover the meticulous processes involved in delivering the LOUIS XIII cognac, from the chalky terroir and copper stills to the rare ageing tierçons and LOUIS XIII family of decanters. Tierçons are special barrels that the cognac is

aged in.

Beyond that, a magnificent 6-litre LOUIS XIII Le Mathusalem that took more than 20 master craftsmen 60 days to create, is available for purchase exclusively at the pop-up boutique. It is autographed by LOUIS XIII Cellar Master, Baptiste Loiseau.

To celebrate the pop-up's launch, LOUIS XIII is showcasing one of its treasured tierçons outside of Cognac for the first time. The tierçon is handmade from wide-grained Limousin oak and passed down from one generation to the next, each tierçon undergoes careful restoration through the years by using the old staves of another.

Commenting on the pop-up, Ludovic du Plessis, LOUIS XIII Global Executive Director said: "LOUIS XIII cognac is an icon of French art de vivre and lifestyle. We are proud to set this pioneering milestone with our new LOUIS XIII pop-up concept. Located in Singapore, this pop-up will showcase the LOUIS XIII experience of time and will enhance our commitment for craftsmanship, savoir-faire and incomparable service."

Teo Chew Hoon, Group Senior Vice President of Airside Concessions, Changi Airport Group said: "Travelers will have the opportunity to engage in a multi-sensorial travel retail experience with the aged cognac eaux-de-vie available only at Changi Airport and gain insights on how this cognac is produced."

Brooke Supernaw, Senior Vice President, Spirits, Wine, Tobacco, Food and Gifts, DFS Group said: "We are honored to partner with LOUIS XIII in unveiling this exclusive pop-up for travelers at Changi Airport. This multi-dimensional concept is a celebration of our shared vision with Rémy Cointreau Global Travel Retail to push the boundaries of travel retail and ignite the senses of our travelling customers."