

# DFS and Hennessy celebrate Kim Jones collaboration at City of Dreams Macau



The Hennessy X.O x Kim Jones pop-up at T Galleria by DFS

[DFS Group](#) (DFS) celebrated the Hennessy X.O x Kim Jones collection with an event at T Galleria by DFS in Macau.

According to a press release, "To launch the Hennessy X.O. x Kim Jones collaboration to DFS customers, the travel retailer hosted a momentous occasion attended by Hong Kong, China and Macau's influential and well-heeled connoisseurs of cognac and couture, who gathered at the grand unveiling of the Hennessy X.O x Kim Jones pop-up at T Galleria by DFS, Macau, City of Dreams.

"After a highly anticipated ribbon-cutting ceremony led by the top management of all stakeholders, guests and media flocked to admire the three-piece creation up close for the first time. Others sat down to savor a fleet of Hennessy X.O cognacs through a guided tasting, as they were shown the versatility of the liquor through specially concocted cocktails, as well as how the spirit could be paired exceptionally with sweet or savory bites."

The three components of the Hennessy X.O x Kim Jones collection are: a collectible sneaker, a Masterpiece decanter encased in titanium and a limited-edition bottle.

"Through this collection, acclaimed couturier Kim Jones has paid homage to the cognac brand's rich 1

heritage, while ensuring all aspects of the cognac drinking process – from the rich amber shades of the liquid, the iconic curves of the bottle, to nodding towards the way cognac used to be transported decades ago – were transpired through his design process."

As the exclusive offline travel retailer for the HNY LOW by Kim Jones sneaker, DFS has made the shoe available at its boutique installations in Macau and Los Angeles. The Masterpiece will be available to DFS customers in Macau while DFS will stock the limited edition bottles at T Galleria by DFS stores in Macau, DFS outlets at Los Angeles International Airport and San Francisco International Airport and La Samaritaine.

Christophe Marque, President Merchandising, DFS Group said, "It is not often that we are able to witness a grand master step into another universe across categories. To be the exclusive offline travel retailer for the Hennessy X.O. x Kim Jones sneaker demonstrates the trust Hennessy has placed in us – from understanding our audience's desires, to providing an experience that honors the countless hours that have gone into this tremendous partnership of two icons. We mark this only as a beginning for countless opportunities of similar calibre in the future."

Laurent Boidevezi, President Moët Hennessy Asia Pacific, Travel Retail & Private Sales added, "I am confident that this unique collection, supported by the extraordinary activation campaign, will resonate with the next generation of luxury consumers, particularly cognac connoisseurs and fashion aficionados. Together with our esteemed partner DFS, we are delighted to offer consumers the opportunity to explore the incredible world of Hennessy X.O x Kim Jones and to witness this once in a lifetime partnership."