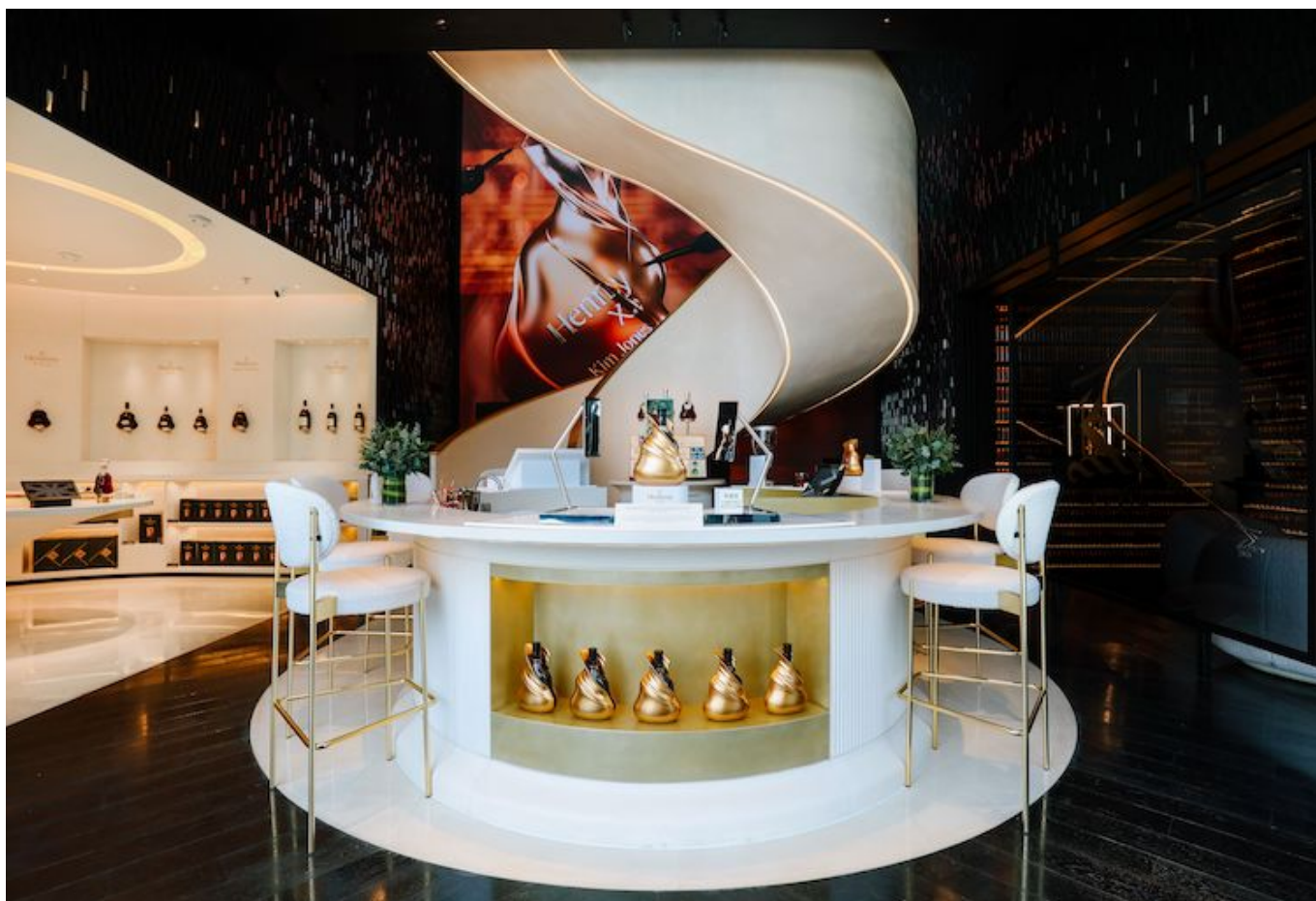


Moët Hennessy opens third House of Hennessy flagship in Hainan



The flagship store offers the full range of Hennessy products available for retail

Cognac brand [Maison Hennessy](#) has launched its newest House of Hennessy flagship in CNSC Sanya International Duty Free Plaza in Hainan.

According to the company, "The grand duplex store is the first of its kind in the world and marks the third opening of a House of Hennessy flagship in Hainan. The flagship store is strategically positioned next to a yacht marina, offering breathtaking coastal views of the Chinese island and providing shoppers with a truly luxurious shopping experience."

Upon entry to the store, shoppers are greeted with the Maison's iconic Hennessy X.O , accompanied by the full range of Hennessy products available for retail, including the newly launched [Hennessy X.O x Kim Jones](#) special collection. An immersive screen covering two floors showcases the Maison's history and heritage.

"In addition to the luxurious shopping experience, the Hennessy flagship also offers unique personalized services that embody the Art of Gifting, the Hennessy Hands engraving service, and the VIP Lounge dedicated to the Editions Rares Collection. For valuable guests, the Art of Gifting provides a personalization service for Hennessy X.X.O, featuring Hainan-style charms that depict the local landmark Phoenix Island, the beach, and coconut trees, designed to evoke a sense of place.

"The Hennessy Hands is a dedicated engraving service on leather accessories and bottles for the

Hennessy Paradis. These accessories, beautifully fitted on the neck of the bottle, are inspired by the art of barrel making and by the wooden hoops encircling the Maison's barrels. Clients can personalize their bottle with their initials in silver, gold, or bronze in the engraving style of their choice, crafting their own unique story behind their bottles and accessories.

"To top it off, the flagship store boasts the Rarities Lounge dedicated to the epitome of the Hennessy collection, the Editions Rares Collection. This family of blends represents the finest and most exceptional eaux-de-vie in the House's extensive library, stored in the Founder's Cellar in Cognac, France. Cognac connoisseurs and collectors can discover unique Hennessy cognacs such as Richard Hennessy, Hennessy Paradis, and Edition Particulière. The private room is open to a select few for a private consultation or a VIP tasting, offering an unforgettable immersive journey in appreciating Hennessy rare cognacs."

Executives from Moët Hennessy Travel Retail and representatives from CNSC came together to officially unveil this latest flagship.

Laurent Boidevezi, President Moët Hennessy Asia Pacific, Travel Retail & Private Sales, said, "We are excited to partner CNSC in launching the newest and third House of Hennessy flagship in Sanya, Hainan - an exciting and vibrant destination for luxury shopping. With its grand façade, immersive retail architecture, and unique personalized services, we believe the first-ever duplex flagship will offer shoppers an unparalleled shopping experience and inspire them to dive deep into the world of Hennessy and discover the brand in a truly luxurious and unforgettable way."

Zhang Liqiong, Deputy General Manager of Sinopharm International & President of Sinopharm International Duty Free Business Division, at CNSC Sanya International Duty-Free Plaza, added, "We are thrilled to partner with Moët Hennessy Travel Retail to jointly witness the stunning debut of House of Hennessy at CNSC's Sanya store. The completion of House of Hennessy is a milestone for both of us to tap into the complementarity of each other's resources and create brand-new shopping experience for customers. It will not only inject strong impetus into the high-quality development of CNSC's Sanya store and generate a new competitive advantage, but also lay a solid foundation and set a shining example for our future cooperation in downtown and border duty free business."