# Hennessy partners with LOEWE for innovative limited-edition carafe



Cognac brand Hennessy has unveiled an innovative partnership with the esteemed Spanish fashion house LOEWE, launching a limited-edition Paradis carafe presented within a handcrafted leather casing inspired by the chestnut burr. This collaboration marks a significant milestone as it is the first time Hennessy Paradis has partnered with a fashion brand to create a unique objet d’art, blending the worlds of high fashion and luxury spirits.

Craftsmanship Excellence

The bespoke packaging is a testament to LOEWE's renowned leather craftsmanship, with its artisans dedicating over 10 hours to produce each encasement. The design draws inspiration from the chestnut wood traditionally used to protect Hennessy barrels, elevating the presentation of the Paradis decanter. Available in three distinct hues—anise, ambar, and chestnut—this collection reflects the lifecycle of the chestnut.

The launch includes Hennessy's inaugural 3-litre Paradis decanter, which comes equipped with a leather belt, neck clip, two glasses, and a pipette for serving. A more compact 70cl version is also available, priced at £2,300. Both variants can be exclusively purchased at the Hennessy Boutique located in Harrods, London.

Statements from Leadership

Laurent Boillot, CEO of Hennessy, expressed enthusiasm regarding the collaboration, stating: “This collaboration with LOEWE is a celebration of the meticulous craftsmanship we put into every drop of Hennessy Paradis and encapsulates our shared heritage in artful innovation. We’re excited to launch this collection and offer collectors and connoisseurs a unique sensory and aesthetic experience.”

Hennessy Paradis, celebrated for its harmonious blend of approximately 100 eaux-de-vie, showcases a rich copper hue and a silky texture, crafted by sixth-generation master blender Maurice Fillioux.

Industry Trends

The strategic partnership between Hennessy and LOEWE highlights a broader trend within the beverage industry where fashion and alcohol collaborations are gaining momentum. Historical precedents, such as Andy Warhol’s iconic campaigns for Absolut vodka in the 1980s, illustrate that this fusion is not a new concept. However, as economic challenges prompt younger consumers to rethink their spending on premium wines and spirits, such cross-industry collaborations offer innovative avenues to market luxury products.

With Gen Z and Millennials driving a shift towards a less-is-more drinking experience, brands like Hennessy are recognising the value of crafting multi-faceted experiences that resonate with this audience. The confluence of fashion and spirits aims to create a new niche, tapping into the aspirational lifestyle that both sectors embody.

Conclusion

The collaboration between Hennessy and LOEWE not only introduces a novel product but also encapsulates shifting consumer behaviours and preferences in the luxury market. As alcohol brands continue to explore creative partnerships, the implications for market strategy and brand positioning hold significant potential for the future.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://hauteliving.com/2025/03/hennessy-paradis-x-loewe-redefines-luxury-with-exclusive-collab/766141/> - This article supports the claim that Hennessy Paradis has partnered with LOEWE to create a limited-edition cognac carafe, marking the first collaboration between Hennessy Paradis and a fashion brand. It highlights the craftsmanship and design inspired by the chestnut burr.
* <https://hypebeast.com/2025/3/loewe-hennessy-paradis-collab-jonathan-anderson-release-info> - This piece corroborates the details of the Hennessy Paradis X LOEWE collaboration, including the handcrafted leather encasements and the inspiration drawn from chestnut burrs. It also mentions the unique service ritual included with the decanter.
* <https://www.absolut.com/en/our-story/andy-warhol> - This URL provides historical context for the fusion of fashion and alcohol, referencing Andy Warhol's iconic campaigns for Absolut vodka in the 1980s as a precedent for such collaborations.
* <https://www.hennessy.com/en-us/our-cognacs/paradis> - This webpage supports the information about Hennessy Paradis, including its blend of eaux-de-vie and the craftsmanship involved in its production.
* <https://www.loewe.com/en> - This is the official website of LOEWE, providing background on the brand's craftsmanship and heritage in leather goods, which is integral to the collaboration with Hennessy.
* <https://www.harrodslondon.com/> - This URL confirms that the Hennessy Boutique is located in Harrods, London, where the exclusive Hennessy Paradis X LOEWE collection can be purchased.
* <https://www.thedrinksbusiness.com/2025/03/loewe-and-hennessy-collaborate-on-limited-edition-paradis-carafe/> - Please view link - unable to able to access data