



Mini case



Appartement 103

BRAND DESIGN

EMAIL US : contact@appartement103.com

CALL US : +33(0)1 55 60 20 95

VISIT US : 41 rue La Fayette - 75009 Paris

HENNESSY VSOP PRIVILÈGE COLLECTION 2015 / RELEASED IN THE GLOBAL INTERNATIONAL MARKET

Appartement 103 was invited to join forces with Hennessy, the World's best selling cognac, and Peter Saville, acclaimed British artist and art director, to bring the latest V.S.O.P Privilege Collection Series to life. Following last year's edition – the 'Genome' – Peter Saville went even deeper into Hennessy's DNA this time, uncovering the 'eaux-de-vie' that composes the iconic V.S.O.P. Privilege blend through the prism of Chromatography.

Having to combine our deep understanding of Hennessy's brand with Peter's creative vision, the project required great synergy and teamwork, encapsulating the true meaning of co-creation. Our challenge for this task had two pillars. On one side, we had to perfectly respect Peter Saville's signature graphic style while ensuring that Hennessy's core brand identity remained intact and well expressed on the pack. The result of this collaboration is a stunning eye-catching presentation, which elevates the brand through a contemporary and elegant offer. Boasting vibrant metallic colors, subtle embossing and contrasted play of matt and varnish finishing, the final design is an abstract meeting point between art and science that connects consumers with Hennessy's deepest roots.

WANT TO LEARN MORE ABOUT THIS PROJECT? CHECK FULL DETAILS ON WWW.APPARTEMENT103.COM