



Mini case



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BRAND DESIGN

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HENNESSY X.O. END OF YEAR EDITION / RELEASED IN THE GLOBAL INTERNATIONAL MARKET

Following a solid partnership with Hennessy, our team were asked to develop an innovative limited edition for the iconic Hennessy X.O. Hennessy showcased its leadership, and broke industry conventions by merging its complex spirit with ice, offering consumers with four ways to appreciate this elegant fusion: X.O on Three Rocks, X.O Diamond, X.O on a Tea Rock and Hennessy X.O Over Crushed Ice. Our creative team translated this intimate fusion into an innovative multilevel box made from several layers of carton folded on top of each other, evoking the whirlpool of flavors interacting when cognac and ice merge together. Each facet is highlighted by different printing finishes - from smooth matt black and frosted pattern in shiny silver to textured gold foil - adding dynamism and flow to the presentation. The result is absolutely stunning, creating a pioneering packaging solution that elegantly blends story-telling, graphic execution and structural design all together.

Beyond the gift box, we innovated further by highlighting Hennessy X.O and ice's proposition through a new metalized effect applied on its decanter, resulting in a luxury crystallized and highly desirable bottle that conveys the preciousness of the drink and portrays the theme with excitement and elegance.

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