

Rémy Martin Cognac pops up tastefully at Hangzhou Airport



The elegant pop-up space at Hangzhou Xiaoshan International Airport showcases the Rémy Martin Cognac range, focusing on super-premium Rémy Martin XO

Rémy Cointreau Global Travel Retail has partnered with China's leading travel retailer China Duty Free Group (CDFG) to open Asia's first standalone airport pop-up store for Rémy Martin Cognac.

For a six-month period, travelers passing through Hangzhou Xiaoshan International Airport can immerse themselves in a brand experience, aimed at cultivating the ever-expanding community of fine Cognac connoisseurs in Asia, according to Rémy Cointreau Global Travel Retail.

In China, Rémy Martin Cognac is known as Rén Tóu Ma (人頭馬): the centaur.

The eye-catching pop-up, which runs from January to June 2019, is located in the Departures concourse next to CDFG's main store, which opened in December 2018.

The elegant 36 square meter space features hardwood floors and oak panels, adorned with shimmering gold finishes. It showcases the Rémy Martin range of Fine Champagne Cognacs, focusing on super-premium Rémy Martin XO.

A golden Centaur statue welcomes guests into the House of the Centaur, where they can explore Rémy Martin's heritage. A dynamic greeting area, decorated with a Chinese New Year theme over the festive period, has transitioned into a Rémy Martin Club.

Moving through the space, guests are treated to a multi-sensorial nosing and tasting experience. The tasting table is the centerpiece, featuring grapes, walnuts and white roses, fresh fruit and chalk stones, dried figs and apricot, cinnamon and cloves. A dedicated team tells travelers about food pairings.

At the end of their pop-up journey, guests can personalize the neck of any Rémy Martin XO bottle purchased. This is complemented by an elegant gift-wrapping service.

This personalization and gifting service sits in middle of a heritage area which communicates the story of Rémy Martin's roots: its terroir in Cognac and the talent of Cellar Master Baptiste Loiseau.

Adam Hamzah, Managing Director Global Travel Retail Asia Pacific, said: "This pop-up heralds a major milestone for the House of Rémy Martin, unveiling a new expression of our deep commitment to bring story-telling, experience and our roots to the travel retail channel in China and the wider Asia Pacific region.

"Rémy Martin's Centaur emblem represents the philosophy to keep our head in the stars while our feet remain firmly on the ground. This is symbolic of our partnership with CDFG, too, as we work together on a shared vision to bring exceptional moments to our clients and proactively grow the community of fine Cognac connoisseurs in China and beyond."

Augustin Depardon, Executive Brand Director, House of Rémy Martin, added: "The pop-up store at Hangzhou reflects the true culture of excellence that Rémy Martin is renowned for worldwide. In a fresh, dynamic and highly engaging format, it represents an excellent opportunity to reach and engage with millions of clients over an extended period, generating significant buzz and excitement in one of the largest and dynamic Cognac markets in the world."

Charles Chen, President, China Duty Free Group, said: "CDFG is delighted to collaborate on this Asia-first with Rémy Cointreau and the House of Rémy Martin. Rén Tóu Ma" (人头马) is a brand synonymous with excellence in travel retail. Offering new and unique experiences and services to our shoppers is a key focus for CDFG, and we are extremely pleased to have partnered with Rémy Martin in creating this experience."