

Moët Hennessy pop-up at Changi Airport celebrates Chinese New Year



The grand opening of the Hennessy pop-up, cutting the ribbon, from left: Prashant Mahboobani, General Manager, DFS Venture Singapore; Brooke Supernaw, DFS Group Senior Vice President Spirits, Wines, Tobacco, Food and Gifts; Guang-Yu Zhang, contemporary artist; Vanessa Widmann, Moët Hennessy Managing Director Travel Retail Asia Pacific; Teo Chew Hoon, Group Senior Vice President of Airside Concessions, Changi Airport Group; Edwin Lim, General Manager, Advertising, Marketing and Promotions



The pop-up store features a variety of interactive digital games

Partnering with luxury travel retailer, DFS Group and Changi Airport Group, the Hennessy store showcases the creative talents of contemporary Chinese artist, Guang-Yu Zhang. The predominantly red design, named “A Joyous Reunion” features distinct characteristics of Hennessy, Singapore and the year of the Boar.

At the pop-up launch, Moët Hennessy Managing Director Travel Retail Asia Pacific, Vanessa Widmann, commented, “This is a worldwide exclusive concept and we are thrilled to collaborate with DFS and Changi airport group to offer travellers our exclusive Chinese new year campaign, featured on products as well as customised experiences. This year Hennessy has collaborated with a contemporary artist. He has created an art piece for the new year festivities incorporating Hennessy saviour faire and values, his love for nature and the zodiac symbol of 2019, the boar.” She added that the company was proud to offer the first ever auto engraving service for Hennessy in travel retail.



Hennessy is offering its first ever auto engraving service in travel retail

The store will engage travellers with a variety of interactive digital games, Hennessy's bottle engraving service, limited edition offers, a tempting cocktail called the Firecracker and exclusive products until 19 February 2019.

Adding her thoughts, Brooke Supernaw, DFS Group Senior Vice President Spirits, Wines, Tobacco, Food and Gifts, said: "Chinese New Year is a very special time in Singapore and it is a great honour to partner with our key brand partner Hennessy on this exciting world class and world exclusive pop up celebrating the year of the boar. At DFS we always strive to excite and delight our customers to engage on all of their five senses and this is a great example of that vision coming to life. It is a combination of art, tradition and personalisation and will surprise and delight all of the guests that are coming through Changi Airport."

Teo Chew Hoon, Group Senior Vice President of Airside Concessions, Changi Airport Group, commended the Hennessy pop up saying that it was 'full of festivities, very Asian but with a Singapore touch.'" The Hennessy pop up comes directly after the Moët & Chandon pop up which was installed to celebrate the Christmas period. Teo commented that the company had excellent products for the celebrations over Christmas and Chinese New Year.