

Rémy Martin launches the Louis XIII 'Time Collection'

The first edition in the 'Time Collection' called the 'The Origin - 1874' is now being made available at selected airport retail stores at an RSP of €5,000 (\$5,304) which include Paris, London, Frankfurt, Dubai, Los Angeles, Hong Kong, Singapore and Tokyo.



The Rémy Martin Cognac company describes the Time Collection as 'a series of unique limited editions showcasing milestones in the history of LOUIS XIII', of which 'The Origin - 1874' is the first.

The company says that its LOUIS XIII luxury Cognac range has long featured a series of exclusive limited editions that all pay tribute to the History of LOUIS XIII.

"Like the great adventurers travelling to experience the thrill of discovery, The Time Collection recounts the LOUIS XIII journey in a story that shares its celebrated adventures and relives great landmarks of human history," says the firm.



RICH HISTORIC MOMENTS

"LOUIS XIII has always been a stylish witness to many of the most significant events of our age. In 1900 it was awarded at the Paris World Fair; in 1929 it was aboard the fabled Orient Express; in 1935 it accompanied the inaugural sailing of the S.S. Normandie; in 1938 LOUIS XIII was present to celebrate the royal visit of King George VI and Queen Elizabeth at Versailles; in 1944 to celebrate the liberation of France with Charles de Gaulle; in 1984 it was aboard the Supersonic Concorde at Mach 2. That proud legacy endures today, as LOUIS XIII continues to transcend Time."

Rémy Martin says that the launch of The Origin - 1874 now marks the first in a series of 'key milestones' in the brand's history that will be released every two years.

Meanwhile, the Cognac itself is presented in an exclusive decanter containing a blend of up to 1,200 eaux-de-vie drawn exclusively from Grande Champagne, with the 'The Origin - 1874' named after the original

Rémy Martin launches the Louis XIII 'Time Collection' decanter created back in 1874.

TRAVEL RETAIL IS CRITICAL CHANNEL



Made of pure Saint-Louis crystal, the decanter is presented within a metal case featuring a sleek woven texture, a modern reinterpretation of the wicker baskets in which the original bottles of LOUIS XIII were delivered. It is sealed with a slender metal rod, like the baskets were in their day.

Celebrating this latest launch, Ludovic du Plessis, LOUIS XIII Global Executive Director said: "The greatest stories often have humble beginnings and ours is no exception. It was 1874 and a new, yet very old cognac was born. A true act of genius, housed in a decanter so unmistakable it has travelled through five centuries and still lives on today.

"'The Origin - 1874' marks one of the landmark moments in LOUIS XIII's fascinating story, which will become part of your own personal legacy and tale. Travel retail continues to be a critical channel helping us to build that lasting story."