

PRESS RELEASE

For immediate release

# FIRST CHAPTER OF THE HENNESSY ZODIAC COLLECTION

*The Horse Edition opens the  
Hennessy Zodiac Collection,  
an artistic collaboration under  
the sign of the Horse with  
the Chinese artist **Trajan Jia**,  
shaped by Somexing Artistic.*

This **twelve-chapter collection** inspired by the **Chinese zodiac animals** finds its first expression in 50 crystal masterpieces, blended exclusively from **eaux-de-vie** of **Years of the Horse**, expressing the strength and grandeur of this emblematic figure.

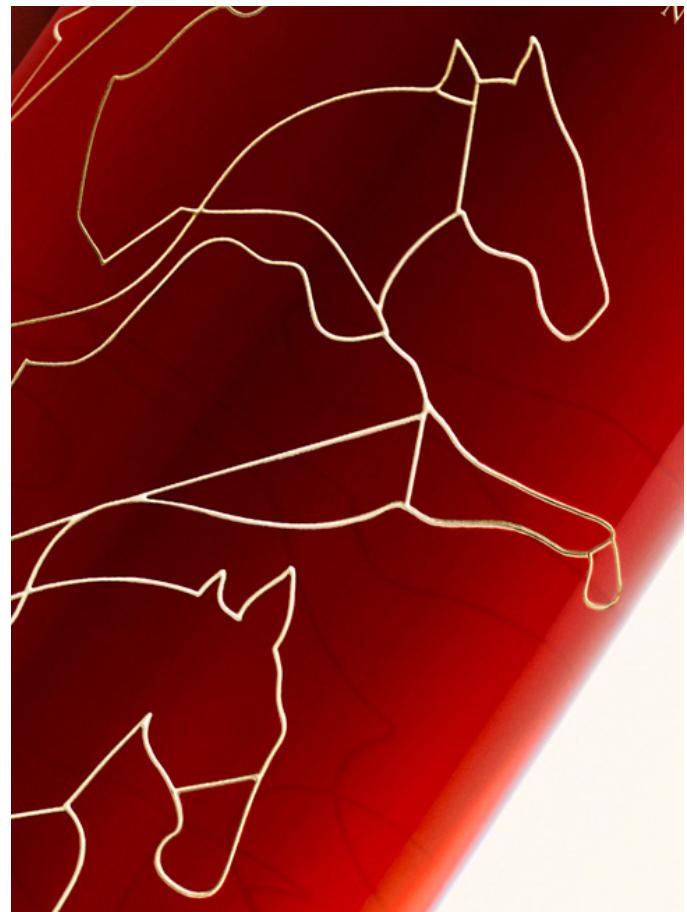


# AN ARTISTIC INTERPRETATION OF TIME



At the heart of this opening chapter stands *Time flies*, a **mural** in which Trajan Jia captures a white horse in full gallop to embody the **passage of time**. The work draws on the expression “白驹过隙”, often rendered as “time is like an arrow”, and explores the **poetic duality** of **evanescence** and **eternity**.

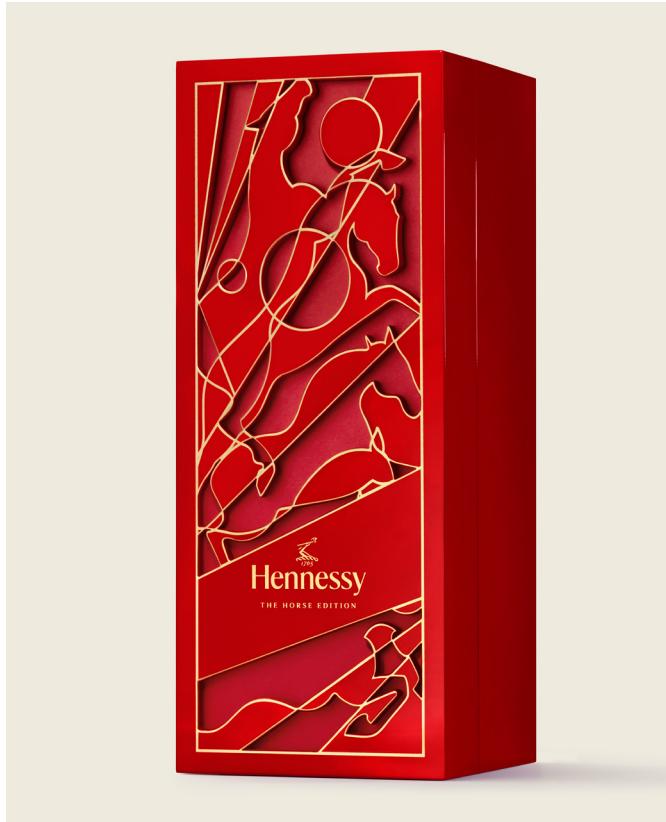
The galloping horse draws a **parallel** with the **time required** by exceptional eaux-de-vie to mature, and the **passion** and **excellence** in evidence at Hennessy through generations. The Horse Edition thus unfolds as a dialogue between an image in perpetual motion and a craft anchored in time.



# THE EDITION AS A COLLECTOR'S PIECE

The Horse Edition, a blend of eaux-de-vie from Years of the Horse, is revealed in a **Baccarat crystal decanter** where the golden filigree artwork is engraved and **hand-painted**, making **each piece unique**.

The motif featured on the carafe extends along the neck, punctuated by **two red and gold knots** inspired by Chinese knotting: a saddle knot, **symbolising success** in China, and a horseshoe knot, associated with **good fortune** in Europe.



Set in a deep red **lacquered wooden coffret** with open-work details, the decanter becomes the setting for the encounter between the **artist's universe** and that of the **Maison Hennessy**.

Through this interplay of lines and gestures, the edition **bridges East and West** and stands as a true **masterpiece**, bringing together a collectible object and a tasting experience.

# ABOUT

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## THE ARTIST

**Trajan Jia** is a Chinese London-Based artist who has developed a **multicultural art style** infused with Chinese traditional painting as well as **West and East** literature and **culture**.

Growing up in a Chinese factory compound environment, huge architecture frames and comparing small and exquisite personal living space became the key inspiration of his art.

Trajan's work combines techniques such as silkscreen print and hand drawing that thoughtfully record the detail of the changing times and of the urban communities.



## MAISON HENNESSY

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Founded on Richard Hennessy's pioneering spirit and with a legacy for 260 years, the brand spans over 160 countries, but remains rooted in the Charente region in France.

The Maison Hennessy success and longevity is grounded in the excellence of its cognacs, each of which is born of a unique process of transmission of know-how from generation to generation.

Beyond its iconic cognacs, Maison Hennessy embraces cultural collaborations, evidenced through its many partnerships with visionary artists from around the world. Over the years, Maison Hennessy has worked with cultural icons in design, art, fashion and music to celebrate a diverse range of creativity to reflect the multi-faceted nature of the brand and to bring to life the Hennessy cognac's versatility.

# somexing artistic.

## THE ART OF COLLABORATION

By leveraging an international network of creators, Somexing Artistic agency envisions each collaboration as a unique opportunity to strengthen a brand's identity or reveal new facets. Somexing offers 360° services that enable brands to collaborate effectively with talented contemporary artists.

360° CAMPAIGN  
UNLEASH THE POWER OF ART ALL OVER



ART DISPLAY  
IN THE DIGITAL AND PHYSICAL ENVIRONMENT



LIMITED EDITION  
ARTISTIC & FESTIVE PACKAGING



COLLECTIBLES  
PRESTIGE EDITIONS & CAPSULE COLLECTIONS



BRAND X ART EXHIBITION  
IMMERSIVE EXPERIENCE



ARTIST WORKSHOP  
ART EXPERIENCE FOR SALES & KOLs



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