

AT BEIJING SKP OPENS LA BOUTIQUE LOUIS XIII



LOUIS XIII

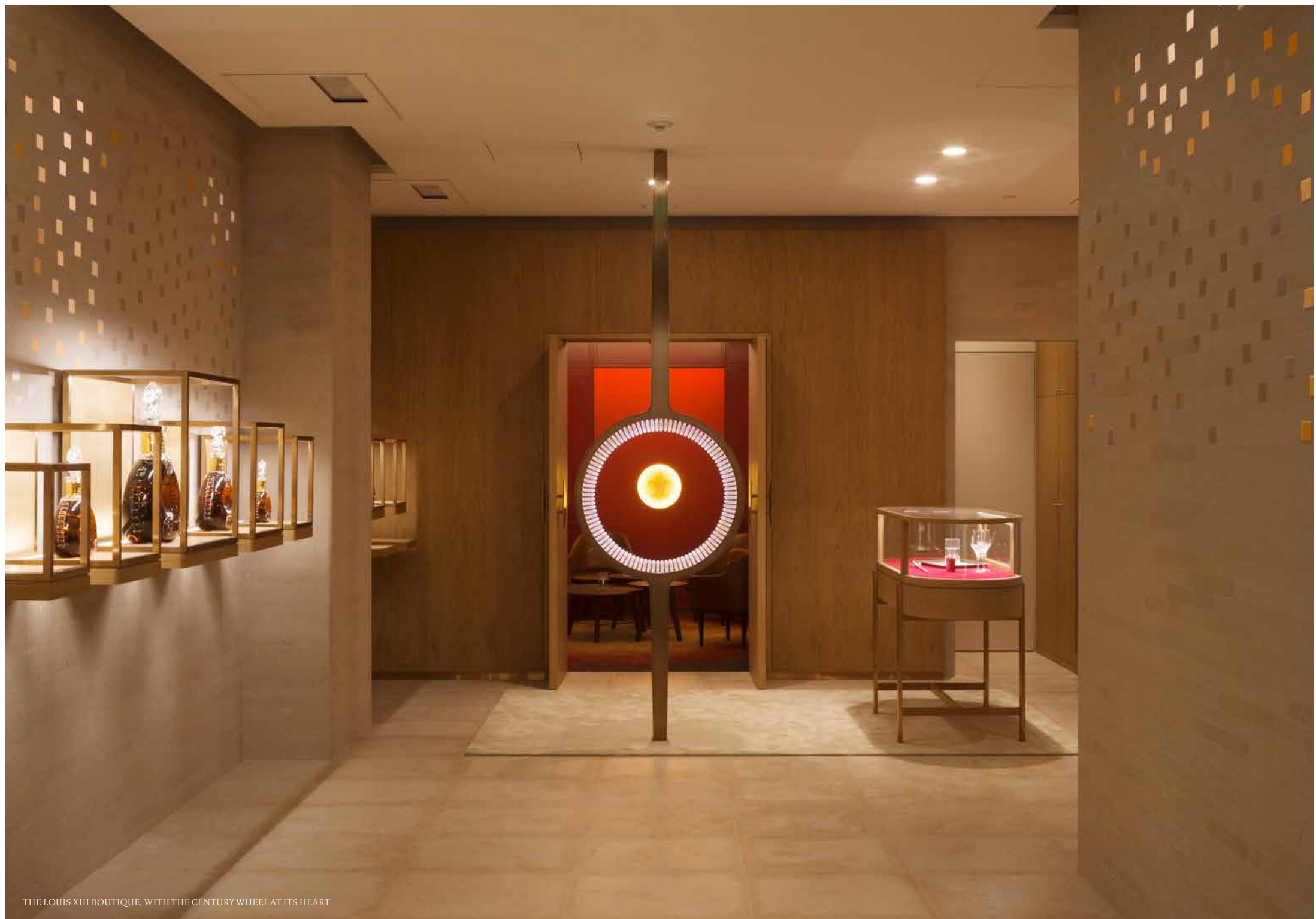
*de*  
*Rémy Martin*

COGNAC GRANDE CHAMPAGNE

LOUIS XIII AT BEIJING SKP

OPENS 20 SEPTEMBER 2016

LOUIS XIII LA BOUTIQUE  
THE ULTIMATE  
LOUIS XIII EXPERIENCE



THE LOUIS XIII BOUTIQUE, WITH THE CENTURY WHEEL AT ITS HEART



LOUIS XIII

*Rémy de Martin*  
COGNAC GRANDE CHAMPAGNE

LA BOUTIQUE

WORLDWIDE PREMIERE

LOUIS XIII: THE VISION

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# WORLDWIDE PREMIERE

## THE FIRST EVER LOUIS XIII BOUTIQUE OPENS AT BEIJING SKP

On September 20, 2016, LOUIS XIII blazes a bold new trail in the world of spirits with the opening of the world's first ever LOUIS XIII boutique. Launched with a private and exclusive preview with selected guests at Beijing SKP, the prime luxury shopping mall in the Chinese capital, the stylish spaces designed by world-renowned French architecture and design firm RDAI cover 130 square metres and invite clients to experience, feel and sample the legend that is LOUIS XIII.

This is an exciting new departure for the venerable cognac, a first that goes down in history. With it, LOUIS XIII reaches far beyond the sector of wines and spirits and asserts its credentials as a true luxury brand in its own right, an icon, an experience, a French art-de-vivre.



## LOUIS XIII THE VISION

“A boutique allows us to offer our clients the ultimate retail experience. Whether they are connoisseurs or sensitive to craftsmanship and exception, quality and history, our clients are not merely looking for a product. They want to experience the brand.

Wine and spirits brands are not retailers, but we believe that LOUIS XIII, with its unique positioning, has the ability to change the rules of the game in our industry, to resonate beyond cognacs and dialogue directly with its valued clients.”

ERIC VALLAT *CEO OF THE HOUSE OF RÉMY MARTIN*

“

LOUIS XIII is an exception in the world of spirits, an icon of French art-de-vivre and excellence that takes generations of cellar masters to craft. The LOUIS XIII blend is an intricate alchemy of up to 1,200 eaux-de-vie. With these key factors in mind, LOUIS XIII focuses on offering the ultimate experience and has launched projects with a global resonance, such as L'Odyssée d'un Roi, in association with Hermès, Saint-Louis and Puiforcat, or 100 Years, The Movie You Will Never See, starring John Malkovich – a creative cinematographic project that will only be seen in 100 years time. By creating our own boutique and offering more profound client experiences with tailored services, LOUIS XIII is furthering this vision and crafting the future. ”

LUDOVIC DU PLESSIS *LOUIS XIII GLOBAL EXECUTIVE DIRECTOR*

# LOUIS XIII THE ULTIMATE EXPERIENCE





BEIJING BY NIGHT

BEIJING SKP, CHINA

To host this world exclusive, LOUIS XIII turned to China, a valued market with which it enjoys a long history dating back to 1880, and its capital Beijing, a city of heritage and distinction in which LOUIS XIII is naturally at home.

But beyond the city, LOUIS XIII chose a mall: LOUIS XIII LA BOUTIQUE will be housed in Beijing SKP, a prestigious icon of fashion and a window onto the whole of Asia. With seven floors devoted to luxury and lifestyle, Beijing SKP is the undeniable top choice mall, a luxury beacon in a dynamic and cosmopolitan capital. It is the prime location to launch a major new stage in the LOUIS XIII journey.



# LOUIS XIII LA BOUTIQUE

# THE EXPERIENCE, THE CONCEPT

RDAl INVITES CLIENTS INTO AN EXPERIENCE  
OF SENSORIAL PERCEPTION, DRAWING THEM INTO THE HEART  
OF THE DNA OF LOUIS XIII, WHERE TERROIR MEETS TIME...

To immerse clients in a fabulous new journey into its history and legend, LOUIS XIII called upon RDAI, the high-end architecture and design firm renowned for its seminal flagships for Hermès and Elie Saab.

Taking inspiration from the know-how, craftsmanship and assemblage that are essential to LOUIS XIII, the different spaces arranged over 130 square metres blend symbolic materials, artistic lighting, traditional heritage and digital innovation to evoke the multiple facets of the LOUIS XIII experience.

LOUIS XIII LA BOUTIQUE welcomes visitors to a haven of rest and relaxation in which to savour the timeless blend with a selection of food pairings, then takes them deeper into the legend, offering an initiation into the complete collection of LOUIS XIII decanters, accessories and limited editions, alongside special editions exclusive to the boutique. To delve even further into the experience, the Eternity Room proposes an intimate sanctuary at the rear of the boutique reserved for personal tastings and special events.

“WITH EACH DECANTER TAKING  
GENERATIONS OF CELLAR MASTERS TO  
CREATE, CRAFTING LOUIS XIII IS LIKE  
BUILDING A CATHEDRAL: EACH  
PERSPECTIVE OFFERS A DIFFERENT  
APPROACH TO THE MASTERPIECE.

LIKEWISE, RDAI'S STYLISH AND SENSORIAL  
DESIGN CONCEPT ALLOW EACH SPACE  
TO OFFER A NEW ASPECT FOR CLIENTS TO  
EXPERIENCE. ”

*LUDOVIC DU PLESSIS LOUIS XIII GLOBAL EXECUTIVE DIRECTOR*



  
LOUIS XIII

*LOUIS XIII LA BOUTIQUE  
is a journey through three ultimate spaces and experiences,  
the LOUIS XIII Salon, the LOUIS XIII Boutique  
and the Eternity Room, each inviting clients  
deeper into the heart of LOUIS XIII.*



## THE LOUIS XIII SALON

*Here begins the LOUIS XIII experience...*

Located at the heart of the floor devoted to men's fashions and lifestyle at Beijing SKP, the LOUIS XIII Salon welcomes clients into a world of warmth and opulence. Stylishly outfitted with lush carpeting, oak wood tables, comfortable lounge chairs and a long bar, it is an invitation to take time out and taste the experience of LOUIS XIII, both literally and metaphorically via bar-top digital screens. Copper blades along the rear wall glint like distillation stills and polished glass light-bricks in the walls and counters emit luminous warm hues evoking LOUIS XIII blends in shades of white, yellow and amber.

To heighten the enjoyment of a glass of LOUIS XIII, patrons can sample special food pairings curated by the LOUIS XIII chef in Cognac, Philippe Saint-Romas. From the finest caviar to the most succulent jamón ibérico de Bellota, the pairings play on the enchanting paradoxes waiting to be revealed: opulence meets vivacity, lightness convenes with density, vibrancy encounters power...

# THE LOUIS XIII BOUTIQUE

*Here you enter the heart of LOUIS XIII LA BOUTIQUE...*

To enter the LOUIS XIII Boutique is to enter the legend, travelling deeper into the LOUIS XIII experience as you go. The design concept reflects the notion of concentration essential to LOUIS XIII, whose eaux-de-vie are selected exclusively from Grande Champagne, located at the centre of the Cognac region, before being patiently matured. The layout offers a perspective that leads you into the heart of LOUIS XIII, embodied by the intimacy of a private tasting salon, the Eternity Room.

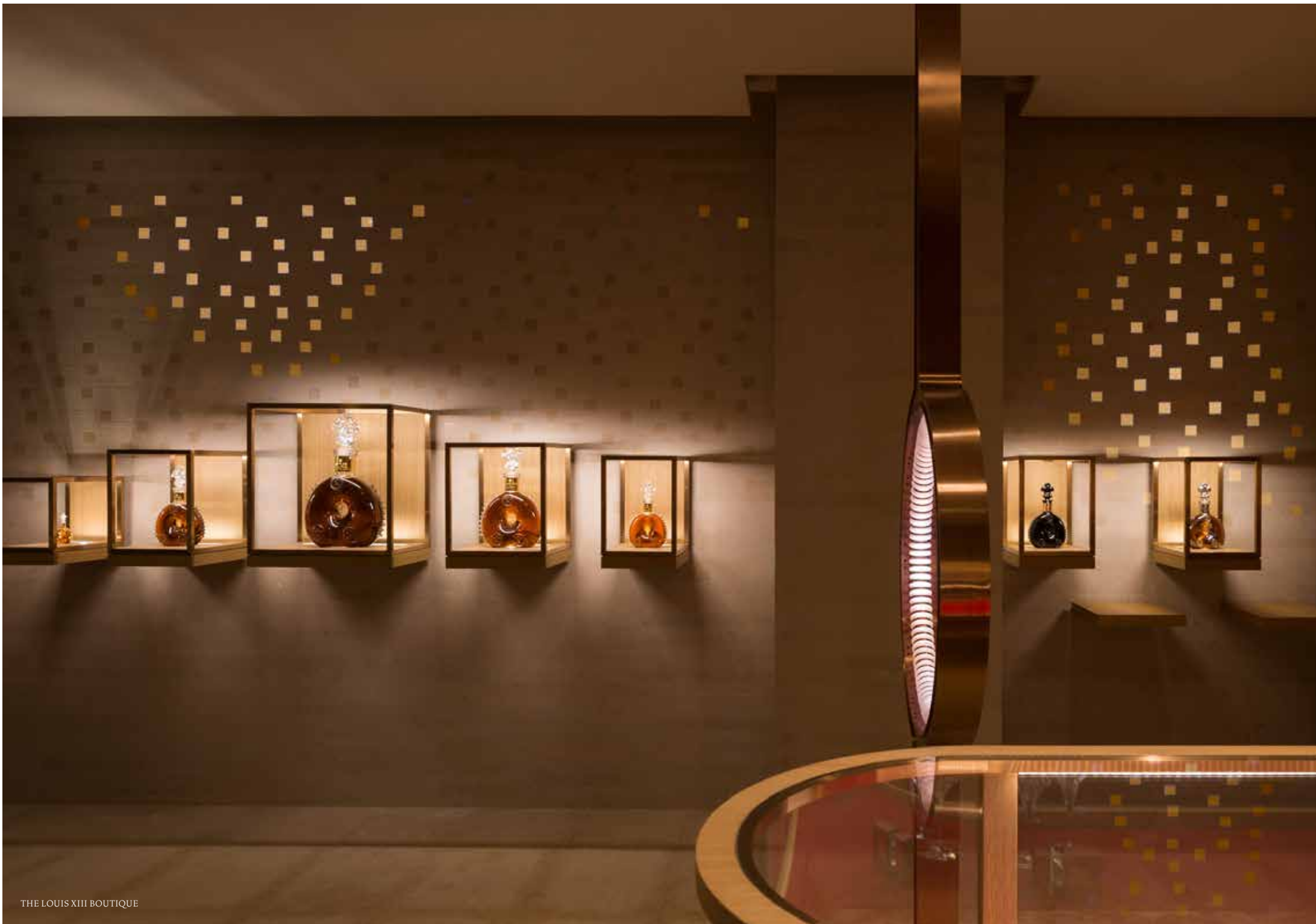
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## EXCLUSIVE SERVICES AND BESPOKE EXPERIENCES

LOUIS XIII LA BOUTIQUE offers clients a wealth of services for the ultimate experience of the LOUIS XIII legend.

- *Private Previews of Limited Editions by appointment.*
  - *Bookings for private visits and meetings at the Maison LOUIS XIII in Cognac.*
    - *The Eternity Room, a unique tasting room offering a mix of exclusive events and experiences.*
      - *Food pairing experiences.*
    - *Special edition decanters available exclusively in the boutique.*
      - *The special LOUIS XIII TT Trunks edition.*
  - *The full range of LOUIS XIII formats, from Le Miniature to Le Mathusalem.*
    - *Personalised delivery.*
    - *Customisation services.*
- 





“ WITH ITS STRIKING CENTREPIECE AND SUBTLE PLAY  
ON LIGHTING, THE BOUTIQUE OFFERS VISITORS  
A SPATIAL EXPERIENCE OF LOUIS XIII.”

DENIS MONTEL ARTISTIC DIRECTOR AND MANAGING DIRECTOR OF RDAI

Just as LOUIS XIII is refined throughout the maturation and blending processes, so the materials in the boutique reflect this refinement as you evolve through the space, becoming increasingly luxurious as you approach the heart. Evoking the original chalky soil of Grande Champagne, the walls and floor are dressed in cool limestone in a variety of finishes – smooth, flambé, polished – which portray the subtleties of this natural material evolving in the light; warm copper recalls the stills in which selected eaux-de-vies are distilled, elegant oak the centennial Limousin oak *tierçon* casks in which LOUIS XIII is matured, polished glass bricks the glasses and decanters in which it is served.

Glass cases with integral lighting designed specially for LOUIS XIII by OZONE showcase the complete collection of permanent and special editions, alongside exhibitions of decanters from years gone by and editions available exclusively in the boutique. A Gallery of Frames hosts pictures of the iconic times, people and places in the LOUIS XIII legend. Nestled at the rear of the boutique, the Eternity Room beckons with the glittering perspective of the crystal fleur-de-lys medallion, the royal emblem at the heart of LOUIS XIII, framed by a stunning design centrepiece: the Century Wheel.

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THE CENTURY WHEEL:  
A WONDROUS EXPRESSION OF TIME  
|

A striking centrepiece spanning the boutique from floor to ceiling, the Century Wheel twinkles with 100 luminous glass beads.

Ringed with these beads of light that call out to be touched, a simple passage of the hand activates a magical experience that symbolises the passing of time. Dotted around the walls among the limestone, light-bricks crafted in polished glass are illuminated in different shades as the hand passes over each series of beads, reproducing the colour the eaux-de-vie acquire with each decade of the maturation process. From white in the first decade to different hues of yellow, gold, ochre and amber for the last, the ambiance of LOUIS XIII LA BOUTIQUE blends from one colour to the next, artfully expressing the ineffable: the passing of time.







## THE ETERNITY ROOM

*The ultimate space to be experienced.*

A luxuriously intimate space at the rear of the boutique reserved for private tastings of LOUIS XIII and intimate conversations with visiting luminaries from around the world, the Eternity Room evokes the interior of a historic home in the Cognac region, recalling the Domaine de Merpins, the house of LOUIS XIII itself. Moulded oak wood walls pair with rich lacquer and shining crystal in a cosy sanctuary presided over by the Brand Ambassador and filled with precious antique cabinets and memories that take you back in time.

The Cabinet de l'Ambassadeur houses the essential paraphernalia required for a special tasting ceremony of LOUIS XIII in an ambiance designed to heighten the exquisite experience of savouring the aromas in each drop. The Eternity Room displays historic pieces of LOUIS XIII's history, while portraits and memories fill the walls like the picture galleries of old, animated by state-of-the-art digital technologies that bring them subtly to life, a novel way of sharing their history with today's connoisseurs.



THE ETERNITY ROOM



INTERVIEW WITH  
RDAI  
DENIS MONTEL

*ARTISTIC DIRECTOR AND MANAGING DIRECTOR OF RDAI*

|  
“WE SOUGHT TO GIVE VISITORS TO  
THE LOUIS XIII BOUTIQUE A TASTE OF COGNAC  
THAT TRANSPORTS THEM IN SPACE AND TIME  
INTO THIS UNIQUE ATMOSPHERE.”  
|

### WHAT WERE YOUR KEY INSPIRATIONS FOR THE DESIGN CONCEPT?

LOUIS XIII has a unique story. Born from an exceptional terroir, each decanter is the life achievement of generations of cellar masters, blending an intricate alchemy of up to 1,200 eaux-de-vie. This inspired a concept revolving around the theme of concentration, both in the terroir, for Grande Champagne lies at the epicentre of the winegrowing region, and in the eaux-de-vie as they mature over the decades, their colours shifting and deepening with time. We sought to give visitors to LOUIS XIII LA BOUTIQUE a taste of cognac that transports them in space and time into this unique atmosphere.

### HOW DID YOU TRANSLATE THIS CONCEPT IN THE FLOOR PLAN AND THE MATERIALS?

The layout of the LOUIS XIII Boutique evokes this notion of concentration by taking the visitor deeper into the heart of LOUIS XIII cognac as they evolve through each space: limestone evokes the chalky soil and the terroir where it all begins, with a very mineral feel, then the intimate setting of the Eternity Room for private tastings envelops clients in a warmer, more oaky environment reminiscent of the cellars. It's a play on opposition and complementarity, a union between the concentration of the mineral and the vegetal, the sense of Terroir and the expression of Time.

### HOW TO GIVE CONCRETE EXPRESSION TO AN ABSTRACT CONCEPT SUCH AS TIME?

Creating a visual and sensorial expression of time is obviously a challenge. Our solution was to design a work that stands as the centrepiece at the heart of the boutique: interaction to evoke the myriad eaux-de-vie that compose LOUIS XIII over the decades. It's a digital innovation in retail that is full of poetry to spark feelings and sensations, an emotion. The experience of LOUIS XIII.

“A PASSAGE ACROSS TIME  
AND ACROSS HARVESTS, LOUIS XIII  
LA BOUTIQUE REFLECTS THE LONG JOURNEY  
TO ARRIVE AT THE HEART OF THE  
GRANDE CHAMPAGNE TERROIR  
AND LOUIS XIII.”

DENIS MONTEL *ARTISTIC DIRECTOR AND MANAGING DIRECTOR OF RDAI*

# LOUIS XIII IN A WHOLE NEW LIGHT

THE MAGIC BEHIND THE EXPERIENCE

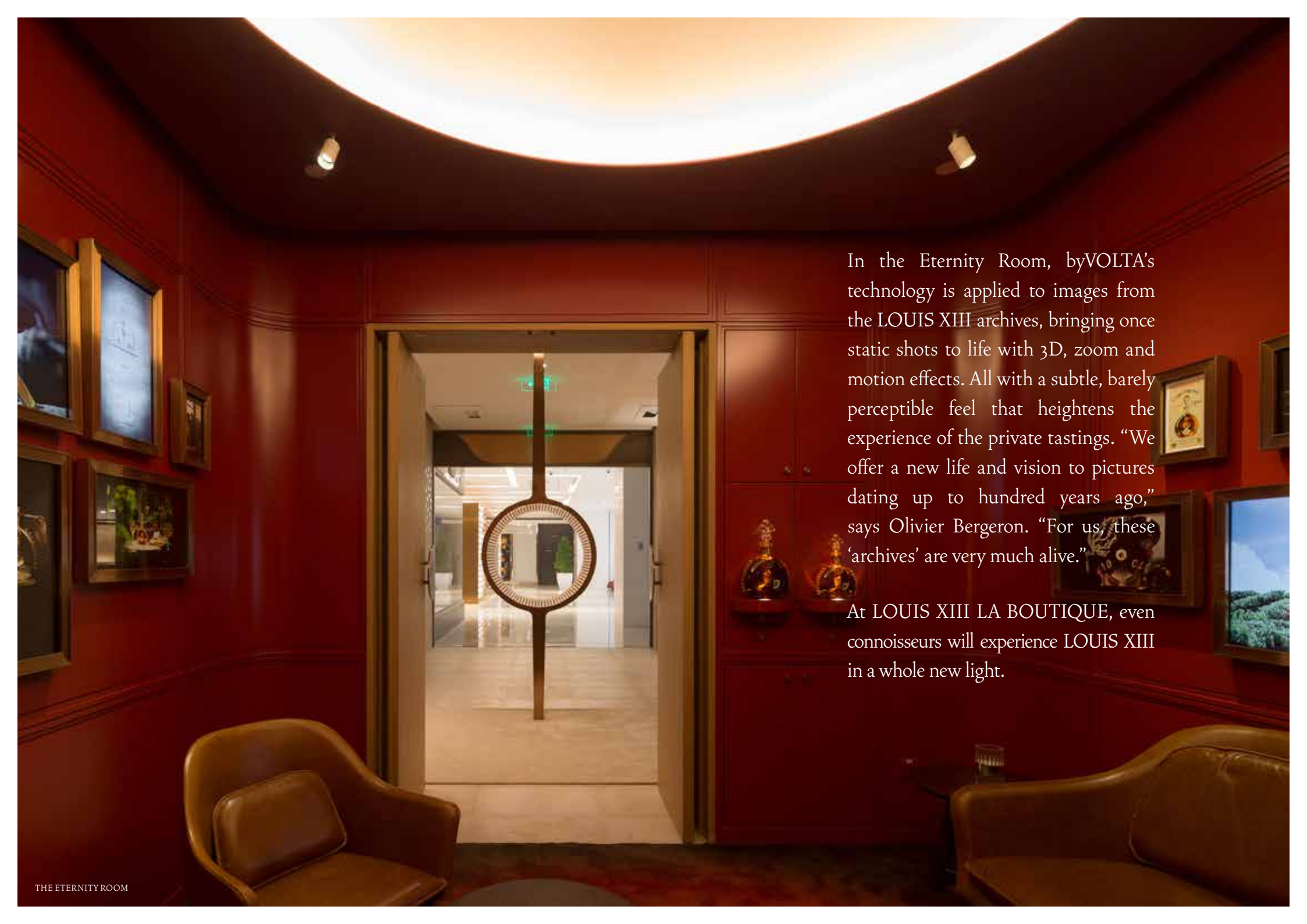


*To extend the LOUIS XIII experience in magical and innovative ways,  
RDAI called upon byVOLTA, Paris-based specialists in sensorial marketing,  
to develop behind-the-scenes digital technology,  
and OZONE, the Parisian high-end lighting design firm,  
to create over 750 light sources for a subtle play on colour and lighting.*

“This project is a major first for LOUIS XIII, a new experience that we found highly inspiring,” OZONE co-founders Etienne Gounot and Eric Jähnke explain. “One of the major challenges for us was to find the optimal way to light each decanter of LOUIS XIII on display—its exquisite crystal filled with the warm hues of this unique blend.” To do so they created a special glass case integrating different light sources designed to bring out its multiple facets, magnifying its beauty like never before.

To express the story of assembling up to 1,200 eaux-de-vie maturing over the decades, they also designed with RDAI a series of 1,200 light-bricks made of polished glass that light up in the different colours that compose the LOUIS XIII blend. For the Century Wheel they sourced special LEDs that also adopt each colour when a hand passes over each decade.

With byVOLTA’s state-of-the-art digital solutions, objects can capture a visitor’s gaze or sense their physical presence, triggering specific effects. “We call it ‘fresh technology,’” notes Olivier Bergeron, byVOLTA CEO. “Clients are immersed in the sensoriality of the LOUIS XIII experience without perceiving the technology at all.” Captors in the Century Wheel react to the motion of the hand to trigger subtle colour lighting effects on the 1,200 glass bricks around the walls of LOUIS XIII LA BOUTIQUE. They illuminate the boutique with the colour an eau-de-vie would acquire at each stage of the blend’s maturation, from shades of white through amber. In the salon they glide seamlessly through the key shades in a more scenographic interpretation. “It’s a combination of magic and learning, an elegant and enjoyable way for clients to interact with the colour and complexity of LOUIS XIII’s ageing and blending process,” states Olivier Bergeron.

The image shows a richly decorated interior space, likely a lounge or private dining area. The walls are a deep, warm red color, adorned with several framed artworks and photographs. A large, curved ceiling is illuminated by recessed lighting, creating a soft, ambient glow. In the center, a doorway is framed by a dark wood or metal structure, featuring a prominent circular decorative element. Through the doorway, a bright, modern hallway is visible. To the right of the doorway, there are two small, ornate decorative objects on a shelf. In the foreground, two leather armchairs are partially visible, suggesting a comfortable seating area. The overall atmosphere is one of sophisticated elegance and historical richness.

In the Eternity Room, byVOLTA's technology is applied to images from the LOUIS XIII archives, bringing once static shots to life with 3D, zoom and motion effects. All with a subtle, barely perceptible feel that heightens the experience of the private tastings. "We offer a new life and vision to pictures dating up to hundred years ago," says Olivier Bergeron. "For us, these 'archives' are very much alive."

At LOUIS XIII LA BOUTIQUE, even connoisseurs will experience LOUIS XIII in a whole new light.



# TO EXPERIENCE THE 360° VISIT OF THE LOUIS XIII BOUTIQUE

[HTTPS://YOUTU.BE/o5OJwFEGq4w](https://youtu.be/o5OJwFEGq4w)


## TO VIEW THE VIDEO IN 2D ON A DESKTOP COMPUTER

- Open the link in Google Chrome or Youku
  - Load video fully before viewing
- Move around the video with the mouse (up & down, left & right)

## TO VIEW THE VIDEO IN 2D ON A SMARTPHONE OR TABLET

- Access YouTube / Youku preferably via the YouTube / Youku app rather than a browser: update the YouTube / Youku app if need be
  - Load video fully before viewing
- Move the device to move around the video (up & down, left & right)

## TO VIEW THE VIDEO IN 3D IN CARDBOARD

- Remove the Cardboard lens protection
- Update the YouTube / Youku app if the Cardboard icon  does not appear in the bar beneath the YouTube / Youku player
  - Load the video fully before watching
    - Click on the Cardboard icon
  - Insert phone in the Cardboard
    - Place glasses on your face
- Turn your head to move around the video (up & down, left & right)

## ABOUT LOUIS XIII COGNAC

Think a century ahead. Each decanter is the life achievement of generations of cellar masters. Since its origins in 1874, each generation of cellar master selects from our cellars the oldest and most precious eaux-de-vie for LOUIS XIII. Today, Cellar Master Baptiste Loiseau is setting aside our finest eaux-de-vie, as a legacy to his successors for the coming century.

LOUIS XIII is an exquisite blend of up to 1,200 eaux-de-vie sourced 100% from Grande Champagne, the first cru of the Cognac region. The legendary decanters have been made from fine crystal for generations, mouth-blown by some of the most skilled master craftsmen. LOUIS XIII features exceptional aromas evoking myrrh, honey, dried roses, plum, honeysuckle, cigar box, leather, figs and passion fruit.

LOUIS XIII is a fragrance. The fragrance of Time.

## ABOUT RDAI

Originally founded in 1972, the RDAI agency directed today by Denis Montel practices architecture, interior architecture and design. RDAI's creativity, polyvalence and rigour have won the agency a worldwide reputation. The firm's recent work demonstrates the dexterity that has enabled it to conceive a diverse range of projects, within a single sphere of ideas. Working on all scales, from entire buildings to interior environments and individual objects, RDAI's distinguishing characteristic is its conceptual approach, which involves considering "the whole" in order to produce a rational and coherent project.



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#LOUISXIIIBOUTIQUE

#路易十三之家#

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路易十三之家

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