



Holidays in Paris with Maison Martell: experience cognac in the city of lights like never before

PARIS, 3RD NOVEMBER 2022

From November 3rd to December 4th Maison Martell presents a pop-up experience 'Collection Paris' at the famous Galeries Lafayette Paris Haussmann. A tribute to its French roots, the pop-up offers clients the chance to customise some of the most iconic cognacs of the House. 'Collection Paris' takes its inspiration from other French luxury houses from the worlds of fashion and leather goods and aims to recreate a luxurious workshop, giving personalisation a unique Maison Martell twist.

The 'Collection Paris' workshop will offer Martell's most exceptional cognacs including Martell Dame Jeanne and L'Or de Jean Martell - Zodiac Editions and a personalisation counter, where expert staff will present all layers of customisation.

These are:

- Firstly, clients can choose one of three bold, colourful and reusable silk ties to decorate their bottle or giftbag of choice.
- Clients will be able to have their favourite bottle of cognac engraved with their own special message.
- Bottles can also be topped with an exclusive Collection Paris seal.
- Customised bottles will be wrapped in a choice of three luxurious silk papers
- Clients can choose one of two sustainable bespoke giftbags, made from 100% recycled paper and embossed with the Collection Paris seal.

Maison Martell, the oldest of the great cognac houses are thrilled to welcome you to Paris, with two exclusive events starting from the 3rd November (... and news of an exciting new opening).



When it is time to leave the city, stop off our pop up at Terminal One, Paris-Charles de Gaulle airport, where you may find Martell Cordon Bleu Extra Martell à Paris limited edition, along with other Maison Martell offerings.

Maison Martell is also thrilled to announce the upcoming opening of a new bar from its Master Mixologist Remy Savage. The opening date and further details will be released later this year.

About Maison Martell

The oldest of the great cognac houses, founded by Jean Martell in 1715, Maison Martell is renowned throughout the world for the finesse and elegance of its cognacs, the result of a legacy of savoir-faire handed down through nine generations. Together with a passion for its craft and a profound attachment to the terroir, Maison Martell is defined by the audacity with which it has challenged convention to create new expressions of cognac, including the icon Martell Cordon Bleu in 1912. The free spirit of the House is symbolised by its historic emblem: the swift.

www.martell.com
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