



# MARTELL

COGNAC

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## Maison Martell reveals the world's most expensive cognac in a dame-jeanne

*Martell announces a one-of-a-kind cognac collection at the height of luxury. Valued at one million euros, the debut release of this exclusive collection features an infinitely precious blend of two of the Maison's oldest and rarest eaux-de-vie in a single-edition dame-jeanne*

Maison Martell has announced Les Remarquables de Martell, a new collection taking cognac to a whole new level of luxury and exception. Each year, Maison Martell will release a single, precious masterpiece: an extremely rare cognac in a *dame-jeanne* transformed by an artist into a remarkable *objet d'art*. Each year, a new blend and new collaboration are brought to light. The first of edition of Les Remarquables de Martell is being valued at one million euros.



## **Les Remarquables de Martell: A cognac more precious than gold**

Incarnating the pinnacle of luxury, this new collection releases a single *dame-jeanne* of a singular cognac each year – in an exclusive edition of one. Neither the cognac, blended solely for each edition of this collection by Cellar Master Christophe Valtaud, nor the *demi-john* itself, a unique artwork created by a carefully selected artist, will ever be reproduced. Each release of Les Remarquables de Martell is thus truly one of a kind.

For this premier edition of Les Remarquables de Martell, Cellar Master Christophe Valtaud selected just two exceptional *eaux-de-vie*, each distilled over 70 years ago. They were aged in the historic cellar at the Port du Lys, built by Jean Martell's sons in the 18<sup>th</sup> century, and then stored in the archives of the *Réserve du Fondateur* – where only the most precious *eaux-de-vie* are kept. Sourced from Grande Champagne, a single and most exceptional *cru*, these rare *eaux-de-vie* are among the Maison's oldest and rarest.

Blended together in perfect harmony, they offer a particular expression of Grande Champagne, one of the most prestigious *terroirs* of the Cognac region. The first *eau-de-vie*, having spent longer in oak, is characterised by power, tension and length on the palate, with prominent cedar notes. The second is fresh and vibrant, with notes of honey, white blossoms and candied fruit.

While the former evolves from wood to fruit, the latter evolves from fruit to wood, thus creating the blend's remarkable harmony.

Christophe Valtaud's absolute mastery of the art of blending has produced a cognac which is extraordinary in two significant ways. Firstly, this marks the very first time that the Cellar Master has created a blend of such rare *eaux-de-vie*. Rather than highlight a single precious vintage, he has chosen to unite two – underlining the particularly exceptional character of this remarkable creation. Secondly, it represents a true once-in-a-lifetime blend, existing in one single-edition release that will never be reproduced.





## **Crafting a masterpiece for a master blend: A gilded objet d'art**

To bring to life the first edition of Les Remarquables de Martell, the Maison has commissioned French artist Laurentine Perilhou who has elevated the craft of macramé into an exquisite art. Her work is precise and painstaking. Using no other tools besides her own two hands, she creates precious and original pieces – jewellery, decorative objects, artwork – and has collaborated with some of France's most prestigious houses of *haute couture*.

Made with real gold thread, Laurentine's creation represents the vine's journey as it draws vital energy through its roots to produce the vigorous shoots that bring forth Martell's precious cognac grapes. In her words, "*my aim was to make the invisible visible... from the Earth to the Sun, from the roots in the soil to the vine leaves turned upwards to the light.*"

## **An exclusive creation uniting two exceptional traditions of savoir-faire**

As a collection, Les Remarquables de Martell elevates and celebrates traditions of *savoir-faire*: on the one hand, the selected artist's craft, and on the other, the art of making cognac. There are striking parallels between the technical mastery, deep creativity and patience across time required for both pursuits. For Laurentine Perilhou, her discovery of Maison Martell in Cognac opened up a whole new world, rich in natural inspiration. In the company of Cellar

Master Christophe Valtaud, she visited the Maison's vineyards, historic cellars and archives. It was during a tasting session in the Cellar Master's Atelier that she was inspired to create a work that evoked the wonders of organic life.

To create her one-of-a-kind *dame-jeanne* for Martell, Laurentine worked with precious gold thread produced by the very last manufacturer of its kind, based in Lyon, France. She transformed the gold thread into a magnificent, elaborate form, fashioning roots embellished with tiny gold nuggets, swirling tendrils that embrace the glass body of the *dame-jeanne*, and an explosion of lively leaves around its neck, with a hidden swift, the Martell emblem, revealed within. The design is adorned with three synthetic sapphires, echoing Martell blue, and a single diamond set in 22-carat gold, as well as an ornament featuring 40 faceted jewels fashioned from 300-year-old oak, evoking the centuries of Maison Martell's own craftsmanship. To achieve her vision, Laurentine collaborated with two highly specialised artisans, a jeweller and a cabinet maker. In all, she spent over 800 hours crafting the piece.





After debuting on December 1<sup>st</sup> at the Pavilion Bukit Jalil in Kuala Lumpur, Malaysia, this singular *dame-jeanne* has been showcased for a monthlong pop-up exhibition before embarking on a journey across Asia so that viewers may admire this extraordinary *objet d'art*.

**An array of exceptional experiences for one privileged acquirer**

Only one individual will have the opportunity to acquire this first edition of Les Remarquables de Martell. In doing so, not only will they acquire a unique artwork and an exquisite cognac, but also a suite of magnificently orchestrated experiences, curated especially for them. For this premier edition, the artwork, painstakingly crafted over hundreds of hours, as well as the cognac, representing 70 years of distillation and ageing, are only the beginning.

If they wish, the acquirer will also be given the rare opportunity to further personalise the cognac as a truly bespoke blend. This will take place during an exceptional private tasting and unforgettable encounter with Christophe Valtaud. During the tasting, they will have the opportunity to add one or more rare *eaux-de-vie* of special personal significance to the blend, a remarkable opportunity for any cognac aficionado.





In addition to taking home the precious artwork that is the *dame-jeanne*, the acquirer will also receive a striking cabinet in which to showcase it. This cabinet – which can be personalised – houses bespoke accessories specially designed for an elevated tasting ritual: six Baccarat crystal glasses, a pipette for drawing the cognac from the *dame-jeanne*, beautifully embellished by artist Laurentine Perillhou with a macramé neck adornment, six *montre* bottles, and a pair of embroidered white gloves. The most exquisite tasting and service experience awaits one distinguished individual.

To complete the immersive one-of-a-kind experience of Les Remarquables de Martell, the client and 3 persons of their choice will be welcomed by Maison Martell in both Paris and Cognac with a series of prestigious, private experiences offering in-depth explorations of the worlds of art, cognac and luxury, in the company of Laurentine Perillhou and Christophe Valtaud.

This is truly a once-in-a-lifetime opportunity to access the pinnacle of luxury by Maison Martell.

## 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.

