

L'Or de Jean Martell

Dragon Rouge creates Luxury Package Design for L'Or de Jean Martell "Ultra-premium" Cognac Packaged like a Jewel for Connoisseurs

New York, NY – August 11, 2009 – Martell is one of the world's leading brands of cognac and is enjoying growing success in the emerging markets, and in particular in Asia. As the brand started to expand internationally in the early 2000s, it turned to international brand and design consultancy Dragon Rouge to develop a new bottle design for an XO cognac. In its quest of reaching out to ever more demanding consumers, Martell partnered one more time with Dragon Rouge to introduce a new ultra-premium cognac, L'Or de Jean Martell.



The design team at Dragon Rouge gave full expression to its luxury with an exquisite package design and new narrative. The treatment is designed to appeal to cognac connoisseurs across the globe willing to pay \$3,600 for a luxury liqueur displayed in a hand-blown crystal decanter.

"The ultra-premium product embodies the essence of Martell cognacs. It is built on its noble pedigree and the story behind the new package design takes the spirit of the Martell brand to the next level," said Eric Zeitoun, president of the New York office of Dragon Rouge.



With L'Or de Martell, Dragon Rouge combined its expertise in product innovation with its mastery of the special codes prevailing in the world of high luxury. The design was inspired by the concept of the Golden Number, leading the designers to imagine a bottle fashioned from pure crystal in which the precious liquid is concentrated in a single droplet suspended from an arch decorated by "Martell" arabesques in gold.

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The stopper also bears graphic elements comprising the Martell name; with its semi-circular shape, it both complements and enhances the balance of the object's voluptuous curves. The decanter is made from Cristallerie de Sevres.

The bottle is presented in a cushioned box with a metallic finish and decorated with the seal of L'Or de Martell.

"L'Or de Jean Martell is the fulfillment of what we imagined to be Jean Martell's quest to create his Magnus opus," said Marcus Hewitt Chief Creative Officer at Dragon Rouge. "Jean Martell founded the brand in 1715, its fine heritage is at the heart of the design," he added.

Three major challenges guided the creative approach by Dragon Rouge:

- Adopt the codes used by ultra-premium cognacs
- Address extremely demanding consumers from different cultural backgrounds (Russia, USA, China) yet who all delight in showing off their status and distinction
- Remain consistent with the values defended by Martell and expressed in the other products in the range

ABOUT DRAGON ROUGE

Dragon Rouge is the largest independent brand and design consultancy with offices in New York, Dubai, Hamburg, London, Paris and Warsaw. The firm shapes brands along their entire life cycle (from innovation to creation) by applying its philosophy of entrepreneurial branding. Entrepreneurial branding is a mindset that recognizes that marketers need to challenge the status quo in order to create long-standing value creation. To find out more visit our website at www.dragonrouge.com.
