

Launch of the first LOUIS XIII boutique

The world's first LOUIS XIII boutique launched in Beijing on 20 September 2016. The boutique is housed at the seven-storey Beijing SKP luxury mall.



Designed by RDAI, the interior design firm known for Hermès' Elie Saab Paris or Yves Saint Laurent, the LOUIS XIII Boutique exposes a mix of luxury, design, digital technology and customised lighting. It showcases materials and colours that tell the LOUIS XIII story: limestone evoking the chalky terroir, copper recalling the eaux-de-vie stills and oak invoking the ancient casks, glass and crystal for the decanters.

The boutique is located alongside the LOUIS XIII Salon which offers the brand's cognac. Among the LOUIS XIII offer that clients can experience will be tasting opportunities and food pairings as well as special editions and LOUIS XIII products sold at the Beijing SKP LOUIS XIII boutique.

The concept

RDAI's design concept for the boutique reveals the notion of concentration and invites clients on a passage through time. It starts with the Grande Champagne terroir, the nucleus of the Cognac region that produces the *eaux-de-vie* that will mature into LOUIS XIII, to create an intense wave of aromas and flavours.

From the chalky soil to the vine, the hand of the cellar master and the ancient oak casks, the singularity of LOUIS XIII is expressed in each material and facet. The boutique also offers an Eternity Room, reserved for previews of exclusive limited editions.

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