



TEAMING UP FOR EXCELLENCE

With a spectacular celebration in Versailles, Rémy Martin brought together 100 guests to launch their new campaign that honours and celebrates teamwork and excellence

“Alone we can do so little, together we can do so much.” This adage holds for almost every success story. And to celebrate excellence, shared values and the joy of collaboration, cognac brand Rémy Martin unveiled their new global campaign ‘Team Up For Excellence’ at The Palace of Versailles. The glittering event was an extravagant celebration of the brand’s heritage and the new campaign was unveiled to an elite list of people, some of which included senior figures from the Rémy group, influencers, and collaborators from all over the world. Every invitee was an achiever who had earned their place believing in themselves and staying true to the belief of setting high standards of excellence in their profession. Raghavendra Rathore, one of India’s most iconic and stylish fashion designers, was representing India at the prestigious event as his legacy,

royalty, heritage and savoir faire made him the perfect fit for the brand’s new campaign. Also present at the venue was singer Kanika Kapoor.

The specially curated afternoon introduced the guests to the world of Versailles in a guided tour of the Château de Versailles and a walk through the Le Nôtre Gardens. This was followed by a cocktail tasting session hosted by Rémy Martin’s head mixologist, Cedric Bouteiller, at the Grand Trianon, before winding up with a whimsical black-tie gala dinner, at the Orangerie at the Palace of Versailles. The evening gala was meticulously planned with enchanting décor that explored nature, mythical beasts, feathers, large chandeliers, mirrors, and smoke. What made the event even more special was the fact that the Palace of Versailles was where the Royal Agreement was granted to Rémy Martin in 1738 by Louis XV.



Musician King Kaka, Michelin-star chef Jan Hendrik van der Westhuizen, singer Kanika Kapoor, musician and producer Riky Rick, GQ South Africa editor Nkosiyati Khumalo and designer Raghavendra Rathore



We caught up with **Raghavendra Rathore** who spoke about the campaign, his experience with Rémy Martin and his own success story. In conversation with the maestro himself...

Rémy Martin’s new campaign ‘Team Up For Excellence’ pays homage to personal success through the various people who made it possible. How do you identify with this campaign?

A community of talent and

excellence inspires others to strive to higher standards in every endeavour of their lives. Rémy Martin’s efforts to drive society to push their limits in these challenging times is a mantra whose time is ‘now’. I felt a sense of pride representing India, and most importantly, the privilege of being a cultural ambassador was overwhelming.

How important is ‘savoir faire’ to your work as it is an important aspect of the campaign and how does your team contribute to this key aspect of your business?

An invincible positive attitude to strive through every challenge, without disrupting the balance of life, makes our business culturally respectful and sustainably modern.

Why is collaboration key to the success of any brand? Tell us about some of your brand’s most fruitful collaborations and how they’ve helped you grow as a designer...

Primitively, we have benefited as a human race by collaborating with different cultures, diversity and making the best of this beautiful world. Similarly, our brand philosophy resonates an inclusive approach with like-minded partnerships, whether it is designing carpets for Obetee or the collaboration with Ermenegildo Zegna.

What was the highlight of your Versailles experience? And what were key takeaways from it?

The new respect that heritage

SPECIAL FEATURE



Baptiste Loiseau, Rémy Martin Cellar Master



brands like Rémy Martin have pledged to artists, performers creators of luxury products and services will snow ball into a huge trend. The overall experience of reliving a dream at Versailles inspired many ideas and collaborations for the new coming season.

From working for international labels to launching your own fashion label that is now world-famous.... What are the factors that contributed to your ever-evolving success story?

Relentless belief in one’s vision, perfecting the art of excellence by redefining quality, handmade skills and resurrecting scintillating products that reflect our past and heritage have been key factors.