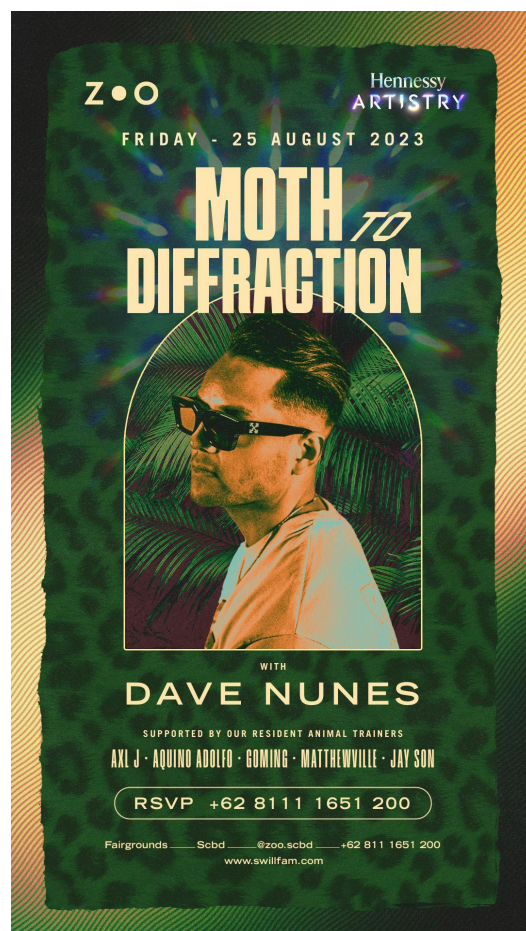


**Press Release**

*For Immediate Release*



**Hennessy Artistry Throws an Afrobeats Celebration with Dave Nunes**

*Hennessy Artistry is throwing a lively event showcasing the talents of Dutch DJ and music producer, Dave Nunes.*

**Jakarta, 25 August 2023** — Hennessy Artistry returns this month to Zoo SCBD, Jakarta, on Friday, 25 August 2023 from 10 p.m. onwards. The

highlight of the night will be the renowned Dutch DJ and music producer Dave Nunes. There will be electrifying sets from resident DJs, adding to the excitement of the evening.

Hailing from the Netherlands, Dave Nunes is a popular DJ and music producer who came into contact with a creative environment at a young age. Guided by an open-minded approach and an insatiable curiosity, he has spent years assimilating elements from diverse musical genres. His music is a journey through the experience of life and consists of a fusion of different musical cultures.

Dave Nunes' ascent to prominence commenced in 2019 on the SoundCloud platform, where he unveiled his inaugural remix. Thousands of listeners quickly picked up the remix and played it in clubs worldwide. A pivotal juncture arrived in 2021 when Dave Nunes joined forces with "CHAMOS" for their collaborative track titled "Sobe." Since then, Dave has worked with several artists, including FSGreen, DJWaxfiend, Tera Kòrá, and SaintRonil.

His dynamic DJ performances seamlessly meld Afro, Hip-Hop, R&B, Future Beats, and Amapiano, resulting in a remarkable sonic journey that connects people globally. Dave is also widely known for his innate ability to electrify audiences.

Hennessy Artistry is Hennessy's annual event that presents the most talented artists and idiosyncratic music, providing the finest music, entertainment, cool themes, and parties. This year, Hennessy Artistry goes under the "Diffraction" theme, highlighting a night takeover based on hip hop and dance with content to drive hype through the night. Combining motion dance performance and exclusive DJ sound pad to drive a powerful and immersive show through lights installation, disruptive materials and parade dichroic crew. The program is designed to position Hennessy as a leading, pioneering and innovative brand in the nightlife scene, then grow in consumer engagement and build a loyal night consumer base. The last Hennessy Artistry event was held last July at Swillhouse, Jakarta featuring Indonesian soulful singer Teza Sumendra as the guest performer and Bali's renowned DJ group Rumble as the headline act.

Hennessy is part of Moët Hennessy, the Wines and Spirit Division of Louis Vuitton Moët Hennessy Group (globally known as LVMH). Hennessy started their journey in 1765 in Cognac, France, the birthplace of cognac. A few centuries later, in 1971, Hennessy was merged with Moët and Chandon, the number one champagne producers in the world, and later acquired by LVMH in 1987.

Moët Hennessy is housing several brands, some of which have become a staple in the global lifestyle industry, such as Cognac: Hennessy VSOP and Hennessy X.O; Champagne: Moët & Chandon, Dom Perignon, and Veuve Clicquot; Wine: Chandon (sparkling); Whiskey: Glenmorangie; Tequila: Volcan; and Vodka: Belvedere.

Moët Hennessy Indonesia also released several campaigns in the past few years, including collaborations with the country's top names. Some of the campaigns are:

- Meal Pairing Event with Chef Renata Moeloek in 2021 to introduce and learn the use of cognac as one of the ingredients to elevate taste buds.
- A partnership with Indonesian celebrity Jeremy Thomas, as Hennessy X.O. Brand Ambassador in 2021.
- Chandon Hours in collaboration with several five-star hotels in Jakarta in 2022.
- Moët Effervescence, an annual New Year event with the latest one was held in Sydney, Australia, in 2022, and Hamish Daud represented Indonesia.
- Hennessy Artistry, one of Moët Hennessy Indonesia's events that is part of a global initiative to take participants to experience a distinguished party representing a picture of the future combined with technological sophistication through a blend of music and culture.

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## **About Hennessy:**

From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts the most iconic, prestigious cognac Maison.

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