

PERRIER-JOUËT PRESENTS THE SMALL DISCOVERIES BLASON ROSÉ COFFRET BY MISCHER'TRAXLER

Introducing the first limited edition collectors' piece from the Small Discoveries collection: a magical conversation between Mankind and Nature with Vienna-based designers, mischer'traxler.

The Small Discoveries collection was launched in December 2014 at the influential global forum, [Design Miami/](#) through the opening master work, 'ephemerā'. The Blason Rosé coffret offers an exclusive experience to sample the charm of Small Discoveries, and enjoy a delicious glass of the floral, diamond-cut champagne.

Launching for Valentine's Day 2015, this limited edition collectors' piece offers champagne connoisseurs a moment of discovery and surprise. Showcased within a beautiful gift box nestles a bottle of Perrier-Jouët's Blason Rosé cuvée and two champagne flutes decorated with a flight of winged insects, emblematic of Small Discoveries. Once filled, these elegant flutes reveal their dazzling secret: a winged insect engraved on the inside of the glass creates a visual point that encourages effervescence. The delicate engraving means the champagne bubbles cluster at the design, and spiral upwards through the length of the wine like an optical game. The effect is tantalising, and offers an element of surprise and intrigue.

This interior decorative etching is a world-first in terms of flute design for Perrier-Jouët. mischer'traxler researched the science of effervescence, working closely with glass engravers and Perrier-Jouët's cellar master to ensure this tiny artistic detail brings a visual delicate twist of the bubbles.

To illustrate this surprising, innovative flute design, mischer'traxler bedecked the delicate presentation box with perforated bubbles and cut-out moths. Beautiful embossed illustrations of various ephemeral insects are captured mid-flight across the box. For curious connoisseurs, mischer'traxler has included a reference about the insects' genealogy on the back of the box. The packaging is ornamented with a green ribbon, emblematic of Perrier-Jouët's House, which acts as a handle.

Perfect for celebratory occasions or offering as a token of love, the Small Discoveries Blason Rosé coffret is the perfect accompaniment to Valentine's Day or other romantic occasions.



"It has been a wonderful experience to work with Perrier-Jouët on Ephemera and the limited edition coffret. We worked a lot to bring surprise and discovery into the creations and Perrier-Jouët has allowed us to push boundaries to create something which is truly magical" mischer' traxler

"At Perrier-Jouët, we are eternally inspired by the Art Nouveau ethos of infusing art in the everyday experience, whilst valuing craftsmanship and the natural world. These beautiful flutes represent our innate philosophy perfectly and complement the element of surprise and ephemerality of nature, which Small Discoveries represents. We chose Katharina and Thomas for this residency as we felt their integrity and thought-provoking work captured the very essence of Perrier-Jouët with their own unique interpretation." Axelle de Buffévent, Style Director for Perrier-Jouët.

About Blason Rosé cuvée

Blason Rosé is the first rosé champagne created by Perrier-Jouët. Its name derives from the 'Blason de France' range, created by the champagne house in 1956. It is a subtle blend of 50 different 'vins clairs' from the best of the House's vineyards. The choice of 'crus' is carefully adjusted according to the harvest. An addition of 12 to 15% of reserve wines creates the consistency required to balance the Perrier-Jouët style with the climatic effects of the year. Built on the model of the Grand Brut Non-Vintage, which is driven by the intensity of the Chardonnays in the blend, Blason Rosé is enriched by the addition of red wines. The elegance and finesse of the Chardonnays (25%) blend with the structure of the Pinot Noirs (50% including the added red wines) and the fruitiness of Pinot Meunier (25%) – a grape with which Perrier-Jouët has acquired specific expertise. The cuvee ages for a minimum of three years in the cellars before a light dosage of 8 to 11 grams per litre is added, depending on the year. This champagne is to be served between 10° and 12°C. Its voluptuous freshness is delicious with salmon, red snapper or sushi, whilst its richness beautifully matches duck breast or lamb with red fruits like cranberries. It can also be paired with desserts combining perhaps red berry fruits, white chocolate and vanilla flavours.

About Perrier-Jouët

Perrier-Jouët is an iconic champagne house with an exceptional vineyard. It is known for the finesse, floral and elegant notes of its wines, fashioned with the expertise of only seven Cellar Masters since its foundation in 1811. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, TordBoontje, Studio Glithero and Simon Heijdens.

About mischer'traxler

Katharina Mischer (b.1982) and Thomas Traxler (b.1981) founded Studio mischer'traxler in 2009. Based in Vienna, the exceptional design duos develop products, furniture and kinetic installations, merging artisanal craftsmanship with cutting edge technology. Inspired by conceptualism and experimentation, their work challenges the status quo and muses on the emotional, environmental and philosophical nature of what makes good design. Their work has won several awards, such as the 'W-hotels designer of the future award' by [Design Miami](#)/Basel and W-hotels in 2011, and more recently with the 'Young talent award' by the Be-open foundation.

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<http://www.perrier-jouet.com/us-en/news/blason-rose-coffret-small-discoveries-by-mischertraxler>

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