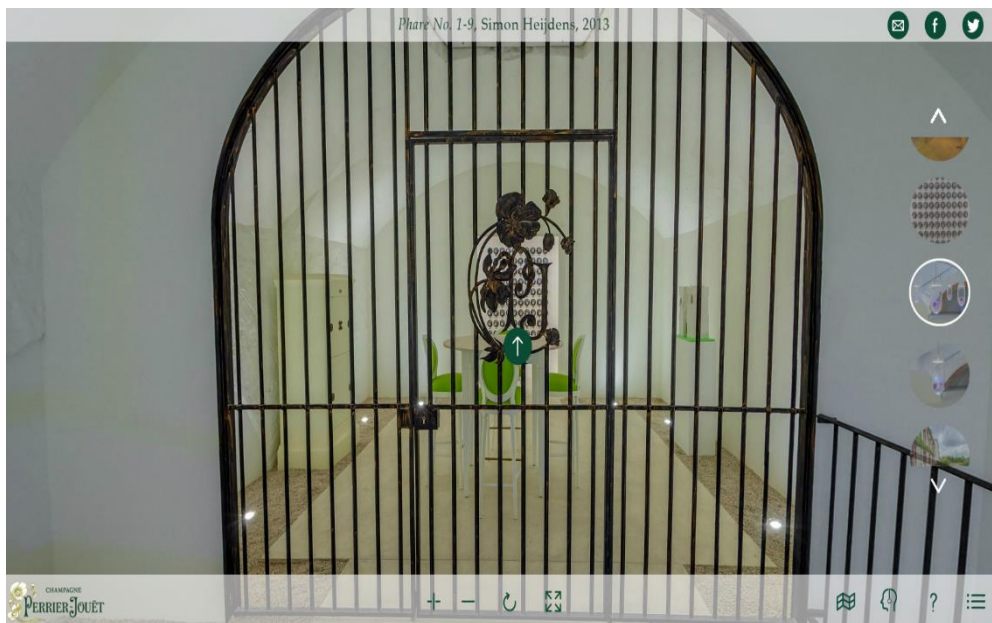


Maison Perrier-Jouët is opening its doors to the public for the first time by offering a virtual tour of its cellars.



By using the most advanced virtual tour technologies, Perrier-Jouët will be opening its doors to the public for the first time. This will allow a glimpse of a history of loyalty to Champagne tradition and strong relationships with the world of art. Panoramas, zooms, enriched content: through a particularly rich intuitive, entertaining and interactive journey, Internet, tablet and smartphone users will finally be able to explore a House founded more than two centuries ago.

An immersive experience

As if you were there – this is the principle on which Perrier-Jouët has developed this truly immersive experience. Follow a guided tour or navigate as you wish. It is the visitor who is the master of his own journey: a 360° view allows him to move and change direction, zoom in to get a closer look at a detail, click on a specific point of interest to access enriched content or use an interactive map to find his way. All these tools make it possible to contextualize the history of Perrier-Jouët in Champagne and obtain the keys to better understand it.

The Perrier-Jouët spirit

In the secret cellars of Perrier-Jouët in Epernay, the visitor follows the main stages of how champagne is made, from tending the vines to maturing in the cellars, not withstanding the art of blending. This interactive tour will also take the visitor to the "Eden", the cellar reserved for the oldest vintages, the area dedicated to the By & For Cuvée, the vault dedicated to the bicentenary of the House since 2011, as well as "Lost Time", an installation as poetic as it is dramatic by studio Glithero. Accessible starting in October 2015, this exploration will continue by the end of 2016 with the virtual tour of the Maison Belle Epoque, revealing the extraordinary collection of art nouveau furniture and objects it contains.

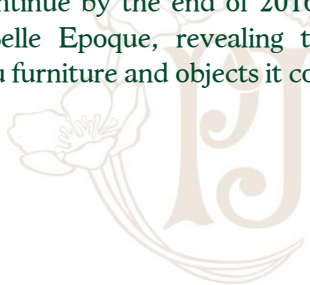
A new technology in the service of dreams

Particularly intuitive, this virtual tour was developed in collaboration with the agency Sisso in two languages: English and Japanese. Besides the obvious advantage of being available 24/7 from the www.perrier-jouet.com website, it is also adapted to all devices with a 3G or Wi-Fi connection. So no matter where you are in the world, you can stage a 3D getaway. Proof, indeed, of the passion of a House that continues to put its legacy into perspective.



Please visit our website:

<http://virtualtour.perrier-jouet.com/index.html#/>



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, Tord Boontje, Studio Glithero and Simon Heijdens and more recently Tord Boontje, Vik Muniz and mischer'traxler.



PERRIER-JOUËT ON SOCIAL MEDIA

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