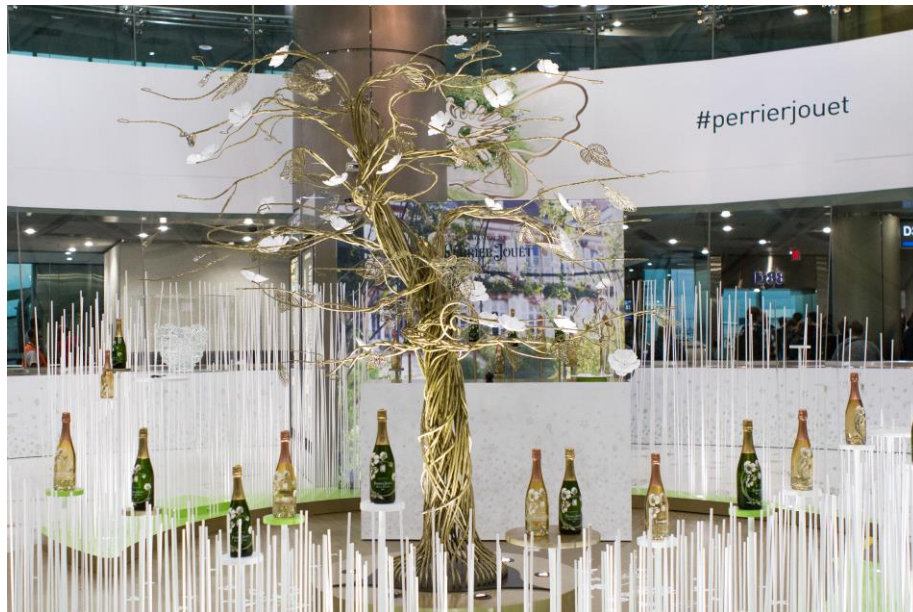


IN THE CONTEXT OF DESIGN MIAMI/ 2015, PERRIER-JOUËT UNVEILS *THE ENCHANTED GARDEN* AT MIAMI INTERNATIONAL AIRPORT



Luxury champagne house Perrier-Jouët is inviting international travellers to discover *the Enchanted Garden*, a multi-sensory pop up space at Miami International Airport from 1 December 2015 - 8 January 2016. *The Enchanted Garden* showcases Perrier-Jouët's unique interpretation of nature, paying homage to *L'Eden by Perrier-Jouët*, an exciting new concept inspired by the power of nature to transform the urban landscape into a captivating world apart revealed during Design Miami.

Designed to target travellers flying in for the Design Miami fair 2-6 December, the opening of this unique immersive experience at Rotunda Terminal D coincides with Miami's famous art season to maximise visibility and engagement for the brand.

Inside *the Enchanted Garden* space, travellers will experience Perrier-Jouët's artistic reinterpretation of nature and discover its own art of crafting exceptional champagne. Flutes of the champagne will be perched in the exquisite enchanted tree, the brainchild of London-based designer Tord Boontje, offering complimentary tastings, with a professional photographer taking photographs of those exploring the garden which can then be shared on social media.

To appeal to the artistic interests of the airport's visitors, a piece of glass artwork which has been designed in collaboration with artist Ritsue Mishima will also be on display exclusively in *the Enchanted Garden* space. Her experiential installation in Murano glass, entitled *All'ombra della luce (In the shadow of light)*, is being unveiled at Design Miami/ 2015 and was partly inspired by the garden of Perrier-Jouët's historic Maison Belle Epoque in Epernay.

Travellers visiting the pop up will be offered the opportunity to purchase an exclusive product set, which includes a bottle of Perrier-Jouët Grand Brut and Perrier-Jouët Belle Epoque with two flutes (\$180 USD). Tickets to Design Miami and three types of VIP passes for different exhibitions will also be offered as special gifts with purchase.

With *the Enchanted Garden*, Perrier-Jouët is continuing its celebration of nature and stays true to its historic mission to bring beauty to utility and poetry to everyday life.



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.

@perrierjouet #perrierjouet

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PERRIER-JOUËT ON SOCIAL MEDIA

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