

LET THE FESTIVE SEASON SPARKLE WITH PERRIER-JOUËT!



True to its mission to add beauty to everyday life, Maison Perrier-Jouët celebrates the Holiday season with a prestigious limited edition: a white and gold box, sprinkled with sparkling nature-inspired motifs, containing its signature Perrier-Jouët Cuvée Grand Brut champagne.

The pure white metal coffret, whose exclusive design recalls a vintage pencil box with a sliding lid, is decorated with fine golden ornaments inspired by the patterns created for Maison Perrier-Jouët by artist Tord Boontje. Delicate leaves, petals, butterflies and anemones – the emblem of the House – rise up the coffret like bubbles in a flute of champagne, playfully swirling around the outline of a Perrier-Jouët Cuvée Grand Brut bottle...





The sophisticated white and gold colour scheme inevitably conjures up the spirit of the season, yet also suggests the golden sunlight that bathes Maison Perrier-Jouët's legendary terroir in Champagne, ripening the grapes which – blended by the expert hand of Cellar Master Hervé Deschamps – produce the famous Perrier-Jouët Cuvée Grand Brut.

Proudly representative of the House style, Perrier-Jouët Cuvée Grand Brut is an intricate blend of approximately 50 crus from some of the finest plots in its vineyard. The firm structure of Pinot Noir grapes is complemented by the fruitiness of Pinot Meunier and the elegance of Chardonnay in a champagne which captivates the senses with delicious aromas of fresh flowers and yellow fruit, and subtle hints of vanilla.

Irresistibly sparkling both inside and out, the Perrier-Jouët Cuvée Grand Brut limited edition is the perfect accompaniment to the festive season. Slide open the lid of the coffret to reveal the Perrier-Jouët Cuvée Grand Brut bottle, which – thanks to the case's cooler insert – is maintained at an ideal temperature for two hours, ready for even the most impromptu celebrations.

With this delightful new design, Maison Perrier-Jouët not only brings enchantment to the Holidays, but continues its heritage, spanning more than 200 years, of close associations with the world of creation, uniting – once again – art with art de vivre.



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, mischer'traxler and Ritsue Mishima.

FOR MEDIA ENQUIRIES

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PERRIER-JOUËT ON SOCIAL MEDIA

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