

## NAOMI CAMPBELL HEADLINES AT THE LONDON LAUNCH OF L'EDEN BY PERRIER-JOUËT



16 September 2016 – London, UK

Last night (Thursday 15th September) saw the highly anticipated launch of L'Eden by Perrier-Jouët, where VIP guests were cordially invited to experience a first glimpse into London's most enchanting installation..

Held in the basement of L'Eden by Perrier-Jouët, guests were transported into the world's first bio-responsive garden created by Bompas & Parr, where nothing is as it seems and the plants within mimic your every move...



The party kicked off with a dance music set from DJ, Harvey Ambomo which got guests on their feet. The star studded champagne bash then saw one of the original supermodels, Naomi Campbell took the spotlight behind the DJ decks with a set that brought the a-list crowd to their feet. Flying in directly for L'Eden by Perrier-Jouët, cementing it as the place to be seen in and bringing in London Fashion Week. In the biggest celebration of international fashion, Naomi was joined by Fat Tony and Erin O' Connor behind the decks, whilst Luke Evans, Arizona Muse and boyfriend Boniface Verney-Carron danced the night away. Roxie Nafousi, Olivia Inge and Cara Rose Marshall were spotted among the crowd, making the most of the Perrier-Jouët champagne, which was in full flow throughout the evening.

The evening saw the veterans of the fashion industry, Naomi and Erin, spin old school tracks for the new faces, who partied on despite it being the evening before London Fashion Week begins. Naomi showed the newbies how it was done, with a procession of Perrier-Jouët Belle Epoque navigating through the crowd in her honour.

For the duration of London Fashion Week and London Design Festival, the iconic champagne house will host an unmissable, immersive experience around a completely new vision of nature, providing an unexpected contrast in the city of London, celebrating the creative effervescence of two of the biggest cultural weeks in the city's calendar.

Consumers can experience L'Eden by Perrier-Jouët from the 23rd - 25th September. For more information visit [www.perrier-jouet.com/uk-en/london-eden-landing](http://www.perrier-jouet.com/uk-en/london-eden-landing)



## 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

- INSTAGRAM [instagram.com/perrierjouët](https://www.instagram.com/perrierjouët)
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