

## “A BUBBLE OF WONDER”: MAISON PERRIER-JOUËT OPENS A LUXURY LOUNGE IN SOUTH KOREA

Maison Perrier-Jouët has opened a luxury lounge at the brand new Paradise City Hotel & Casino complex near Incheon, South Korea, one of the region's most exciting developments. The 240 m<sup>2</sup> space, inaugurated on April 20, 2017, boasts an enchanting, nature-inspired décor, breathtaking views from its sweeping terrace, and an exclusive selection of prestigious Perrier-Jouët champagnes.

True to Maison Perrier-Jouët's philosophy of uniting art and nature to bring beauty and wonder to everyday life – the largest Perrier-Jouët lounge in the world – is designed to immerse guests in a refined and elegant ambiance. Behind the bar, a large anemone motif outlined in gold echoes the spray of Japanese white anemones created for Maison Perrier-Jouët in 1902 by Art Nouveau master Emile Gallé, which became the emblem of its iconic Perrier-Jouët Belle Epoque champagne. The décor of the lounge reprises the House's signature green, white and gold colour codes, while motifs of flowers and dragonflies, as well as petal-shaped chairs and grassy rugs, reflect the natural inspiration.

The stylish, light-filled space is the perfect place to relax and enjoy a glass of Perrier-Jouët champagne. Indeed, the lounge offers a selection that is unrivalled in South Korea – notably the highly sought-after prestige cuvées Perrier-Jouët Belle Epoque and Perrier-Jouët Belle Epoque Rosé. It is an irresistible invitation to step into a world of elegance and refinement – a “bubble of wonder” that could only be created by Maison Perrier-Jouët.



## 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, Studio Glithero and Simon Heijdens and more recently Tord Boontje, Vik Muniz, mischer'traxler, Ritsue Mishima and Andrew Kudless.

PLEASE DRINK RESPONSIBLY

## FOR MEDIA ENQUIRIES

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## PERRIER-JOUËT ON SOCIAL MEDIA

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