



## MAISON PERRIER-JOUËT CELEBRATES VALENTINE'S DAY AND THE SPRING SEASON WITH PERRIER-JOUËT BLASON ROSÉ LIMITED-EDITION GIFT BOX INSPIRED BY THE REWILD

For over 200 years, Maison Perrier-Jouët has been renowned for its love of art and nature. Now it brings the two together in a celebration of romance with a Valentine's Day limited edition of Perrier-Jouët Blason Rosé champagne.

This classic cuvée – a luscious, gourmet interpretation of the House's emblematic floral style – is presented in a lavishly illustrated gift box inspired by the concept of rewilding, reflecting Maison Perrier-Jouët's mission to bring the wonders of the natural world to unexpected urban settings. The first city to feature – starting a collection that will "rewild" a new destination every year – is Miami, chosen because of its special significance to Maison Perrier-Jouët, which has been a partner of the Design Miami/ international art fair for the past five years.

On the limited-edition gift box, Miami's celebrated oceanfront appears to have been invaded by a tropical forest, with exotic flowers, luxuriant ferns and slender palm trees rising up against the elegant backdrop of the city's Art Deco architecture. Flirtatious flamingos and a smiling crocodile add to the playful spirit of the

illustration, whose predominant colours are the pink of romance and rosé champagne, and the signature green of Maison Perrier-Jouët.

Inside, all set to celebrate Valentine's Day and the spring season, is Perrier-Jouët Blason Rosé – a subtle and sophisticated cuvée marrying the floral freshness of Chardonnay with the fruity fullness of Pinot Noir. Its delicate salmon pink hue is an inviting prelude to intense aromas of pomegranate, blood orange and red fruit, mingled with honeysuckle, butter and brioche. Lively and generous, with a lingering finish, it is the ideal accompaniment to a romantic "dîner à deux" or with friends, from the aperitif to the dessert...

The beauty of art, the power of nature, the bonds of love – three reasons to celebrate a wild and wonderful moment with 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 Master 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, Vik Muniz, Mischer'traxler, Ritsue Mishima & Andrew Kudless.

### SOCIAL MEDIAS

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