

MILAN, 22 SEPTEMBER
MAISON PERRIER-JOUËT CELEBRATES ITS AMFAR PARTNERSHIP WITH
INTERNATIONAL MODEL NINA AGDAL



In the midst of Milan Fashion Week, Maison Perrier-Jouët surprised dinner guests at the annual amfAR gala with an outstanding runway show in collaboration with the charity.

The winner of the AmfAr's auction was offered by Maison Perrier-jouët a full experience in the heart of the House as well as an anemone-adorned jeroboams of the iconic Perrier-Jouët Belle Epoque awarded by the Maison's special guest Nina Agdal.

To celebrate the auction, Maison Perrier-Jouët offered an unexpected ritual: a parade with Nina carrying the cuvée in the singular setting of the Museo della Permanente, surrounded by the original artwork of Italian masters.



ABOUT PERRIER-JOUËT

Founded in 1811 in Epernay, Maison Perrier-Jouët is one of France's most historic champagne houses, but also one of its most distinctive, renowned for its floral and intricate champagnes which reveal the true essence of the Chardonnay grape and an enduring tradition of savoir-faire – an unparalleled expertise of only seven Cellar Masters since its foundation. A boutique house with a family spirit, Perrier-Jouët has been profoundly influenced by its founders' love of nature and art – twin inspirations which allow it to create exceptional experiences and moments of wonder that enhance everyday life. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for its Perrier-Jouët 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 and Luftwerk.

PLEASE DRINK RESPONSIBLY

FOR MEDIA ENQUIRIES

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PERRIER-JOUËT ON SOCIAL MEDIA

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