



February 13th, 2020

**Maison Perrier-Jouët  
launches its very first print magazine  
supported by free-spirited personalities**



*On 13<sup>th</sup> February 2020, at Alex Eagle Studio in London, Maison Perrier-Jouët launched its very first magazine: a cultural and artistic exploration of the House's singular vision of the world and nature that has driven it since its foundation in 1811.*

*In attendance for the special occasion were five Artisans of the Wild who each contributed to the magazine: designers Andrea Mancuso and Bethan Laura Wood, Michelin-starred chef Pierre Gagnaire, culinary designer Laila Gohar and Maison Perrier-Jouët Cellar Master Hervé Deschamps.*


*This community of talents brought together by the House share the same philosophy and creative freedom*



Maison Perrier-Jouët's magazine goes beyond the House itself. It is a cultural object created to broaden our understanding of nature and reflect on the preciousness of what it has to offer: the breath of life, inspiration, contemplation, truth. It is an essential testament to our times.

This project brought together writers, artists, designers and journalists alongside the House's Artisans of the Wild; personalities from different creative horizons – design, art, gastronomy, fashion – who help Maison Perrier-Jouët spread the Art of the Wild spirit around the world. Art of the Wild is the universe as seen by the House to re-enchante the everyday with the presence of unbridled, reinvented nature. This philosophy aligns with that of Art Nouveau, the artistic movement whose enduring bond with the House can be traced back to 1902, when Emile Gallé illustrated the emblematic anemone that adorns bottles of Perrier-Jouët Belle Epoque to this day.





Within the pages of the magazine, these Artisans present unexpected portraits of themselves. Their inspiring words are as surprising and offbeat as the design itself, which uplifts them with a liberated, large-format layout incorporating words and images as one. The result is a beautiful object that will naturally find its place among the other art books on a bookshelf.

As of the launch, the magazine will be available at quality retailers around the world, starting with the cutting-edge book section at Alex Eagle Studio. It will also be sold online through a dedicated website, <https://www.kdpresse.com/fr/9-3347-magazine-artisans-of-the-wild.html>

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*“Artisans of the Wild” magazine*

*Annual publication*

*International distribution (at relevant sales points)*

*English language*

*Price: €24.90*

#### 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 Bethan Laura Wood, 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.

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CHAMPAGNE  
**PERRIER-JOUËT**