

CHAMPAGNE
PERRIER-JOUËT

La Collection
DES OBJETS EXTRAORDINAIRES

MAISON PERRIER-JOUËT UNVEILS
ODE À LA NATURE:

An exceptional collaboration with Haute Couture
embroiderer Atelier Montex to adorn its precious
Belle Époque vintage champagnes



For more than 200 years, Maison Perrier-Jouët has been renowned not only for the excellence of its champagnes, but also for its passion for art and nature – an endless source of inspiration for its founders and every generation since. Today, art, nature and champagne are united in the *Perrier-Jouët Objets Extraordinaires Collection*, a series of exceptional objects crafted from the finest materials by the most skilful artisans in a dazzling display of savoir-faire that complements the House's rare and precious Belle Époque vintage cuvées.

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Following the Anémone edition in 2022, Maison Perrier-Jouët this year presents *Ode à la Nature*. On the occasion of Paris Fashion Week, the House transformed a suite at the historic Hôtel Lutetia and invited its most loyal clients from around the world to discover *Ode à la Nature – Libellule*. This unique creation, which adorns a jeroboam of Perrier-Jouët Belle Époque champagne, is the result of a collaboration between Maison Perrier-Jouët and the prestigious French embroiderer Atelier Montex, resident at Le 19M, the venue in Paris where Chanel has brought together all its Métiers d'Art under one roof.

A dazzling demonstration of artisanal savoir-faire

To create *Ode à la Nature*, Atelier Montex drew inspiration from Maison Perrier-Jouët's historic ties with the Art Nouveau movement, and notably from the exceptional array of decorative objects and artworks – constituting the largest private collection of French Art Nouveau in Europe – at the Maison Belle Époque in Epernay, which was for many years the home of the founding family. One remarkable piece in particular was the starting point for *Libellule*: a walnut side table with sculpted legs representing dragonflies by Emile Gallé, the same Art Nouveau master who created the anemone motif that is the iconic emblem of both Maison Perrier-Jouët and its Belle Époque vintage collection.

During Paris Fashion Week in late January, the House invited VIP clients from across the world to discover *Ode à la Nature – Libellule* in the Perrier-Jouët Suite of the iconic Hôtel Lutetia. This luxurious space, commanding enchanting views over Paris, was transformed by Maison Perrier-Jouët and Atelier Montex into a showcase for their creativity and savoir-faire. Historic Art Nouveau pieces, including furniture, decorative objects and tableware, were exceptionally loaned by the Maison Belle Époque, an artisan from Atelier Montex crafted delicate embroideries, and Cellar Master Séverine Frerson led an exceptional tasting of the vintages selected for *Ode à la Nature*, accompanied by appetisers created by Michelin three-star chef Pierre Gagnaire.



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The creation of *Libellule*, which embraces the champagne bottle in a pair of intricately embroidered dragonfly wings, represented a considerable challenge even for Atelier Montex, which is renowned for its use of innovative, contemporary techniques. Artistic Director Aska Yamashita called on the expertise of Montex partner Studio MTX, which specialises in architectural embroidery, and its own Artistic Director Mathieu Bassée. A full year of research and development was necessary to perfect a delicate and complex structure, which was 3D-printed, galvanised with nickel, plated with 24-carat gold, and finally painted by hand with the green of nature and of Maison Perrier-Jouët. This sculptural creation was then painstakingly hand-embroidered by a single Atelier Montex artisan, with the entire process taking some 75 hours. With exceptional precision, artistry and expertise, shimmering glass beads in jewel colours inspired by the stained-glass windows of the Maison Belle Époque were transformed into an exquisitely detailed décor of insects and flowers, all emblematic of the Art Nouveau movement.



Three exceptional vintages from the Oenothèque Perrier-Jouët

Maison Perrier-Jouët is offering *Ode à la Nature – Libellule* in a limited edition of just 10 pieces to lovers of objets d'art and exceptional wines. To accompany the creation, Cellar Master Séverine Frerson has selected from the Oenothèque Perrier-Jouët – the House's reserve of rare vintages – three outstanding expressions of the iconic Perrier-Jouët Belle Époque cuvée. They represent a unique opportunity to appreciate, not only the unrivalled savoir-faire of Maison Perrier-Jouët, but also the remarkable continuity of its elegant, floral style, since each vintage is drawn from a different decade.



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Presented in a majestic jeroboam format, preciously adorned by *Ode à la Nature – Libellule*, is Perrier-Jouët Belle Époque 2008, a delicate yet structured cuvée distinguished by its aromas of white flowers and fruit, and beautiful mineral finish. The privileged clients who acquire an *Ode à la Nature* creation will subsequently receive, in each of the following two years, two further vintages, also in jeroboam format: Perrier-Jouët Belle Époque 1999, an extravagant and seductive cuvée with abundant aromas of white flowers, exotic fruit and candied lemon, and Perrier-Jouët Belle Époque 2012, which combines a delightfully fresh sensation on the palate with luscious notes of white flowers, pear and lemon.

A shared vision of luxury, excellence and savoir-faire

The *Ode à la Nature* edition is the result of a dialogue between two French houses that not only share a vision of luxury and excellence, but also a passion for artisanal savoir-faire elevated to the point of absolute perfection. In combining the art of champagne with the art of embroidery, Maison Perrier-Jouët and Atelier Montex naturally uncovered links between their respective creative universes and areas of expertise.

“Perrier-Jouët Belle Époque champagnes are a testament to the art of vintage – rare and precious cuvées, produced in limited quantities from the House’s finest terroirs,” says Séverine Frerson.
“It was fascinating to me to discover that the savoir-faire of Atelier Montex, with its precise and intricate assemblages of materials and techniques, has surprising similarities with the process of blending champagne.”



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Perrier-Jouët Objets Extraordinaires Collection

**The Ode à la Nature – Libellule edition is available from 24 January 2024
on request to Maison Perrier-Jouët. Price 100,000 euros**

Aska Yamashita comments: “This exceptional project with Maison Perrier-Jouët represented the first full-scale collaboration between Studio MTX and Atelier Montex, combining an ingeniously conceived structure with the timeless techniques of embroidery. For the first time in the history of Atelier Montex, embroidery has been directly applied to an object, creating a precious showcase for Maison Perrier-Jouët’s rare vintage champagnes. This project brought together innovation and traditional savoir-faire, as well as truly unique, bespoke materials.”



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ABOUT MAISON PERRIER-JOUËT

Maison Perrier-Jouët was founded in 1811 from a couple's shared love of nature and passion for art. From the start, they chose the Chardonnay grape variety as the signature of the House, defining the floral style which sets Perrier-Jouët champagnes apart. Today, art and nature remain an endless source of inspiration, guiding our every action and creation: the way we tend our vines, craft our wines, and share our vision of the world.

ABOUT ATELIER MONTEX

L'Atelier Montex is an embroidery house founded in 1949 in Paris. In 2011, it joined the Fashion Métiers d'art brought together by CHANEL at 19M and received the Living Heritage Company label in 2013. The models are crafted using needlework, Lunéville crochet, and Cornely embroidery – a hand-guided machine. The irreplaceable gesture of the artisan also combines with advanced technologies such as 3D printing and laser cutting to enrich creative possibilities. The workshop offers its expertise to luxury ready-to-wear and haute couture, expanding its activity into decorative and ornamental projects. Aska Yamashita has been the Artistic Director of Montex since 2017.



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