

Maison Perrier-Jouët unveils a pop-up boutique within the Hôtel Lutetia in Paris

Maison Perrier-Jouët has chosen the iconic luxury hotel on Paris' Left Bank to host a boutique dedicated to its exclusive collaboration with artist Fernando Laposse.



From Epernay to Paris. For the first time, the Belle Époque Society ambience is taking over the French capital from 8 to 22 February 2024, with the aim of presenting Maison Perrier-Jouët's founding heritage in a single space. The House is known not only for the excellence of its champagnes, born of the artisanal know-how that it has been cultivating since 1811, but also the botanical history of its founders and their relationship with nature, which has been passed on to subsequent generations.

CHAMPAGNE
PERRIER-JOUËT

Inspired by the unique experience offered at its historic site in Epernay, Champagne, the Belle Époque Society pop-up space at the Lutetia has been designed as a real destination, a must-visit address to discover the world of Maison Perrier-Jouët.

Pairing the pared-back aesthetic of marble with the delicate pink tones of sisal, the setting offers visitors the chance to explore the collection of limited editions by Mexican artist Fernando Laposse, who has created unique designs for the gift boxes of Perrier-Jouët Blanc de Blancs, Perrier-Jouët Belle Époque Rosé 2014 and Perrier-Jouët Belle Époque 2015 champagnes. The latter two are accompanied by two glasses decorated by the artist.

An exclusive work by Fernando Laposse inspired by the theme of pollination – entitled “*Fleeting Dance*” and part of the Perrier-Jouët Objets Extraordinaires Collection – is also presented for the first time in France in this boutique. The work of art is showcased in a cabinet alongside a jeroboam of Perrier-Jouët Belle Époque 2008. This piece is sure to delight collectors and lovers of exceptional champagnes.

Fernando Laposse drew his inspiration from the ties that Maison Perrier-Jouët fosters with its local terroir and its long-standing relationship with nature. Maison Perrier-Jouët is committed to promoting biodiversity in its vineyards, particularly through regenerative viticulture experiments that help to enrich the region's flora and fauna (pollinators, dragonflies etc.).

In the window display, a floral motif majestically unfurls on a voluminous scale. The bold floral compositions, custom-made for Maison Perrier-Jouët by artistic florist Debeaulieu, also echo the work of Fernando Laposse.



To celebrate Valentine's Day, Maison Perrier-Jouët and the Lutetia are also offering customers the opportunity to taste the Perrier-Jouët Belle Epoque Rosé 2013 cuvée by the glass in the Hotel's bars, as well as paired with the dessert on the Valentine Day's menu.

Until 22 February, Monday to Sunday, from 11am to 6pm.



ABOUT MAISON PERRIER-JOUËT

Maison Perrier-Jouët was founded in 1811 by a couple united by their 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. For more than two centuries, Maison Perrier-Jouët has evolved in close relationship with nature, guided by the free spirit of its founders and the exuberance of the Art Nouveau movement. Nature remains its primary source of inspiration. The Earth is a common garden, which the House cultivates as it crafts its champagnes. Fired by creative freedom, Maison Perrier-Jouët nurtures a joyful, positive vision of the world.

PRESS CONTACTS:

Laurie Pierrin
laurie.pierrin@pernod-ricard.com
06 33 66 55 05

Gaëlle Marcel
gaelle.marcel@pernod-ricard.com
06 07 70 55 67
perrier-jouet.com



ENJOY RESPONSIBLY.