



December 2025

Maison Perrier-Jouët and Design Miami announce Iris van Herpen as the first recipient of the *Perrier-Jouët Design for Nature Award*

Dutch artist and Haute Couturier Iris van Herpen has been announced as the winner of the inaugural edition of the *Perrier-Jouët Design for Nature Award*. This prize, created jointly by Maison Perrier-Jouët and Design Miami, encourages designers to explore the concept of sustainability as a driving force for meaningful cultural and environmental progress. As the inaugural winner of the Award, Iris van Herpen will be offered a carte blanche to create a unique work that will be showcased at Design Miami the following year (2026).

The *Perrier-Jouët Design for Nature Award* invites designers to investigate sustainability through the spirit of Art Nouveau – a philosophy that celebrates the profound interconnectedness of nature, culture and creativity. Expanding on this concept, the Award encourages projects that merge artistic innovation with environmental responsibility, fostering collaborative and regenerative design practices that embody a constructive optimism for a more sustainable future. Each year, the Award honours a designer whose practice reflects both a responsible approach to sustainability and a strong affinity with the ethos of Art Nouveau, with which Maison Perrier-Jouët is historically associated.

Iris van Herpen, who founded her eponymous Maison in 2007, is widely heralded as one of fashion's most forward-thinking designers, constantly expanding the frontier between nature, culture and innovation. Her practice reveals the invisible beauty of living systems, translating organic forces, micro-rhythms and subterranean life into visible form. By fusing couture with science, sound, technology and craft, she builds a new sensorial language for sustainability – one that is simultaneously poetic, precise and radically material-aware. Like Art Nouveau at its origins, her work makes nature active: it becomes not simply a motif, but a collaborator.

Her latest collection, *Sympoiesis*, shown at Paris Couture Week in July 2025, was inspired by the expansive, life-giving force of the ocean, transcribing its ecological transformation into cloth via translucently layered textures, liquidised forms, and silhouettes that surged and waned like the tide. Exploring how we are one with the ocean, the largest and most important ecosystem on our planet, Iris van Herpen sought to convey not only the ocean's state of peril, but also its innate beauty.

Iris van Herpen was chosen as the first recipient of the *Perrier-Jouët Design for Nature Award* by Axelle de Buffévent, Global Culture & Creative Director, Pernod Ricard Group, and writer and historian Glenn Adamson, Curatorial Director of Design Miami 2025.



Loïe dress, Iris Van Herpen Haute Couture F/W 2025-2026



Iris van Herpen

“We are delighted to present Iris van Herpen with the Perrier-Jouët Design for Nature Award,”
comments Axelle de Buffévent.

“Her unique and inspiring vision epitomises the concept of the Award, which encourages designers to go beyond the dominant rhetoric of sustainability and to interrogate it with a joyful and optimistic lens.”

“Design Miami is a vital platform for the design avant garde – a place to think about how we live and imagine our collective future. This innovative award is perfectly aligned with that mission, and we are delighted that in its inaugural year, Perrier-Jouët is recognizing Iris van Herpen, a designer who epitomises the fair’s values, working at the leading edge of material innovation and creative possibility» says Glenn Adamson, Curatorial Director, Design Miami 2025

“I am deeply honoured to receive the Perrier-Jouët Design for Nature Award,” says Iris van Herpen.
“My work has long explored the symbiosis between fashion and art. The opportunity to create a design-led experience at Design Miami 2026 is really inspiring and allows me to deepen my exploration of the ever-shifting relationship between our body and the living forces of nature.”

About Design Miami

Design Miami provides a global platform for extraordinary collectible design through activations featuring a global network of galleries, designers, brands, experts, collectors and enthusiasts. Each Design Miami fair features museum-quality 20th and 21st-century furniture, lighting and objets d'art from the world's top, expertly vetted galleries, in addition to showcasing immersive design collaborations with celebrated brands. Founded in 2005, the brand's flagship Miami Beach fair takes place each December. More recently, Design Miami has expanded its global design forum to incorporate localized event formats, including its Paris fair, hosted in a locally specific architectural setting each October; and Design Miami. In Situ, designed to offer regionalized experiences that celebrate and cultivate local design communities.

About Maison Perrier-Jouët

Inspired by the botanical heritage of its founders, Maison Perrier-Jouët cultivates a close relationship with nature, embodied by its emblematic flower – a Japanese white anemone – painted in 1902 by Emile Gallé. This renowned botanist was a pioneer of the Art Nouveau movement which harmoniously linked nature, beauty and craftsmanship to create an interconnection between the natural world and human intervention.

Like Art Nouveau, Perrier-Jouët takes nature as an infinite source of inspiration, sharing a positive and meaningful vision of the world. Since 2012, Maison Perrier-Jouët has been collaborating with creative talents whose works are exhibited at major art and design fairs abroad to raise awareness on the complexity of the living world among a wide audience.

Maison Perrier-Jouët believes in the benefits of a multidisciplinary approach to enrich our understanding of nature and explore new sustainable pathways. In recent years, the House has assembled a community of personalities from various horizons: artists and designers of course, but also a naturalist, a botanist, a philosopher, an eco-acoustician, a poet, a chef... All make a valuable contribution to the projects initiated by the House.

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