



PRESS RELEASE

With the artist Kareem Iliya, Perrier-Jouët celebrates the dandy spirit and a certain *art de vivre*.



As a tribute to its Belle Epoque cuvée, Perrier-Jouët, Oscar Wilde's favourite champagne, recreates the "Dandy Ball", a symbol of aesthetics and elegance, and the celebration of a certain *art de vivre*, at once artistic, luxurious and extravagant. For the occasion, the House presents its latest artistic collaboration with the American artist Kareem Iliya.

Once again, Perrier-Jouët demonstrates its taste for artistic creation, in an aesthetic approach that exalts the brand's *art de vivre* values. In seven illustrations, Kareem Iliya, for whom the Belle Epoque cuvée "inspires lightness, festive elegance and a sort of inherent refinement", relates the encounter between a muse and a dandy, over a glass of Belle Epoque, at an extraordinary ball. His delicate compositions in ink perfectly render the spirit of the ball: from the rituals of preparation through to the duel of seduction, the artist depicts, through the lines and contours of each of his pictures, a world that awakens the imagination and the senses.

This artistic collaboration is a premise to the upcoming Perrier-Jouët events and products regarding the Muse and the Dandy Ball.

[Visit the Art Gallery on Perrier-Jouët's website](#)



About Kareem Iliya :

Kareem Iliya was born in Beirut, Lebanon. He studied textiles and clothing at the University of Texas at Austin and Fashion Design at the Fashion Institute of Technology in New York.

His illustrations have appeared in numerous publications worldwide including W Magazine, the New York Times Magazine, Harper's Bazaar, Visionaire, Marie Claire, Interview, the New Yorker and the various editions of Vogue including Vogue Gioiello (Italy), Vogue Pelle (Italy), British Vogue, Spanish Vogue and Japanese Vogue.

Advertising clients include Tiffany & Co, Nike, Fendi, Shiseido, Barneys NY, Bergdorf Goodman, Neiman Marcus, H&M, Adidas, Takashimaya, Saks Fifth Ave, Bloomingdales, Cerruti and the Waldorf. He illustrated the covers of several books including Vogue Veinte Anos (Ediciones Conde Nast – 2008), Things Fall Apart by Chinua Achebe (The Folio Society, London, 2008), Shoes: A Lexicon of Style (Scriptum Editions, 2005), Handbags: a Lexicon of Style (Rizzoli, 2000) (UK Title, Bags Thames & Hudson, 1999), I do...100 years of wedding fashion (Watson-Guptill, 2002), The Laws of Evening: stories by Mary Yukari Waters (Scribner, 2003), the Fig Eater by Jody Shields (Little Brown & Co, 2000), Dessiner la Mode (Editions de la Martiniere, 2000) and Fashion Illustrator: drawing & presentation for the Fashion Designer (Abrams Studio, 2006). His work was also featured in illusive: contemporary Illustrations part 3 (Gestalten, Berlin, 2009), Shoes: a Lexicon of Style (Rizzoli, 1999), Wonderland (Die Gestalten Verlag, 2004), Fashion Images de Mode N°2 and N°6 and 100 years of fashion illustration (Laurence King, 2007).

He works from his studio in Vermont.

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