



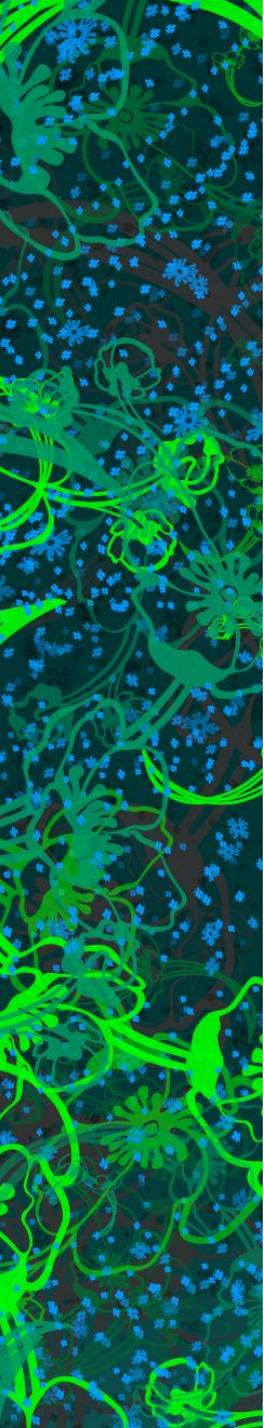
Cannes
May 23rd, 2019

MAISON PERRIER-JOUËT CELEBRATED 20 YEARS OF NIKKI BEACH BEING FOREVER YOUNG



Maison Perrier-Jouët headed to Cannes for the 20th anniversary of Nikki Beach on 23rd May, during the film festival. Just 100 VIPs were invited to this exclusive evening. Among them was model and Artisan of the Wild Winnie Harlow, who travels the world with the House to spread the spirit of Art of the Wild: the universe as seen by Maison Perrier-Jouët to re-enchant the everyday with the presence of unbridled nature.

To mark Nikki Beach's milestone, Maison Perrier-Jouët presented a limited-edition bottle of its Perrier-Jouët Belle Epoque 2012 cuvée, featuring a personalised plaque. This rare and elegant champagne, with great energy, character and potential, was the ideal cuvée to toast an equally iconic club.



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The House also created an ephemeral bar beneath a spectacular beach tent, whose canopy was infused with Art of the Wild. Among the intense colours and extravagant nature, illuminated wicker baskets brought a touch of Nikki Beach's understated East Coast cool to the French Riviera.

In this singular setting, Winnie Harlow kept the energy up with a vibrant DJ set that had everybody celebrating life together late into the night.

Wherever Maison Perrier-Jouët goes, its joyful vision of the world follows, revealing nature in all its freedom and exuberance.



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, Luftwerk and Bethan Laura Wood.

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Perrier-Jouët on social media

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