



Cannes  
May 24th, 2019

## MAISON PERRIER-JOUËT AND WINNIE HARLOW TURN THE AMFAR GALA CANNES RED CARPET GREEN WITH AN EXTRAVAGANT CREATION INSPIRED BY UNBRIDLED NATURE



Driven by the free spirit of its founders and its relationship with Art Nouveau, Maison Perrier-Jouët has cultivated creative liberty and an unconventional observation of nature for over 200 years. The House has always lived by this philosophy, which elevates its champagnes into an experience.

This is how the House came to unite two of its Artisans of the Wild, Winnie Harlow and Richard Quinn, in an exclusive dialogue revolving around nature and creation. The fashion designer dreamed up an extravagant dress for the model, inspired by the House's Art Nouveau heritage.

The resulting creation is uniquely adorned with a vibrant motif of reinvented nature, which was meticulously embroidered by hand. A stand-out detail is the presence of the Japanese anemone drawn for the House in 1902 by Emile Gallé, one of the masters of the Art Nouveau movement. This flower is emblematic to the House, embodying its vision of vivid, magnetic, unbridled nature which re-enchants the everyday.

Unveiling this remarkable creation required an equally remarkable event. As such, Winnie Harlow took the amfAR gala in Cannes on 23rd May as an opportunity to get dressed up and cause a sensation.



### 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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