

EVENTS/CAUSES

Dom Pérignon teams with designer to celebrate Champagne metamorphosis

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Dom Pérignon and Iris van Herpen

By STAFF REPORTS

Champagne brand Dom Pérignon is collaborating with designer Iris van Herpen at New York Fashion Week to celebrate the metamorphosis of the brand's Vintage 2004 Champagne.

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The project was inspired by fossils and the organic metamorphosis, evoking the nature that inspires Dom Pérignon. By being present at Fashion Week Dom Pérignon is aligning with top names in fashion.

Couture Champagne

Dom Pérignon and Ms. van Herpen created the Cocoonase, the made-to-order piece of art that is designed by the artist. Ms. van Herpen's creation takes organic structures, like fluid crystal, and turns it into fashion.

A video was created to showcase the project. The film takes the metamorphosis theme as it transforms the bottle of Dom Pérignon into the model's dress. Also, the constant motion and overlapping of the model's face takes the metamorphosis theme.

Embedded Video: [//www.youtube.com/embed/aPRUB41GutY?](http://www.youtube.com/embed/aPRUB41GutY?)

list=UUjcOmBKPKzAT6aPPTpKpbKQ

The Dom Pérignon Vintage 2004 bottle also inspired the work of Ms. van Herpen. The Champagne is ending its first plentitude and this collaboration marks its transformation into second plentitude. The closure of the first plentitude and the birth of another represents the metamorphosis of the Champagne.



Collaboration

Ms. van Herpen also designed a limited-edition bottle and box for the Champagne.

Non-fashion brands are making efforts toward being present at fashion week.

For instance, Toyota Corp.-owned Lexus is looking to stand out at this year's New York Fashion Week Sept. 4-11 with a multi-faceted installation by British fashion designer Gareth Pugh.

The automaker will also make the Lexus RC F performance coupe a centerpiece of the event. Design Disrupted and similar campaigns have helped Lexus associate its brand image with innovation ([see story](#)).

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