

COMMERCE

Berluti, Krug partner, appealing to men with “gourmet” taste

December 23, 2015



Berluti x Krug

By STAFF REPORTS

LVMH brands Berluti and Krug Champagne are joining forces to offer consumers "an alliance of elegance."

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The two brands, one an Italian footwear label and the other a Champagne house, may not automatically seem like likely partners, but the collaboration came to be through a shared philosophy. Brands across sectors often partner to increase awareness amongst consumers who may follow one brand over the other, thus increasing visibility within a discerning audience.

Shoes and Champagne

French luxury conglomerate LVMH shared the news of the Berluti and Krug collaboration on its social media page, explaining that the venture creates "a unique pairing of shoemaking savoir-faire and prestige Champagne."

In its communications, LVMH notes that this is only the first chapter of a planned and long-term partnership between the two luxury houses. The partnership will see a special-edition Krug patina, one of Berluti's signature footwear styles ([see story](#)), which will be sold at the label's boutiques around the world.

Since footwear and Champagne is not a seemingly natural alliance, LVMH took time to explain that the strategy to work together is not a coincidence. As with all brands in the luxury sector, Berluti and Krug share a "philosophy that perpetuates their heritage through an ongoing quest for excellence."

The Krug patina shoe is in a "black cherry" leather. The selected hue serves as a tribute to the Champagne house's founder, Joseph Krug, who kept a notebook of the same color on his person at all times.



Berluti x Krug patina shoes

Berluti's special-edition patina presented Krug with a tasting opportunity as well. The houses then worked together to create a tasting that matches Krug Champagnes to a Berluti shoe model.

In addition to the patinas, Berluti and Krug will also work together on a collection of "Krug by Berluti" bags.

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