

FOOD AND BEVERAGE

Perrier-Jout's innovative pop-up brings life to nature

September 19, 2016



Photo courtesy of Perrier-Jout

By BRIELLE JAEKEL

Champagne brand Perrier-Jout is bringing attendees of London Fashion Week and The London Design Festival into a real-life fantasy world with a bio-responsive garden.

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Visitors will be granted access to a garden oasis designed by event planner Bompas & Parr and designer No Duchaufour-Lawrance where plants physically respond to human movement. Perrier-Jout's L'Eden experience provides a haven for Fashion Week and Design Festival attendees where refreshments and free WiFi are provided.

"L'Eden is an innovative 360 brand experience touching each sense and immersing clients into world of Perrier Jouet," said Chris Ramey, president of Affluent Insights, Miami. "L'Eden elevates the brand and matches values with best prospects."

Mr. Ramey is not affiliated with Perrier-Jout but agreed to comment and as an industry expert

Perrier-Jout did not respond by press deadline

Growing experiences

The oasis is designed to give industry attendees a relaxing break from the festivities with an innovative installation that focuses on nature. The world's first bio-responsive garden allows visitors to walk through plants and trees that move in reflection of human motion.

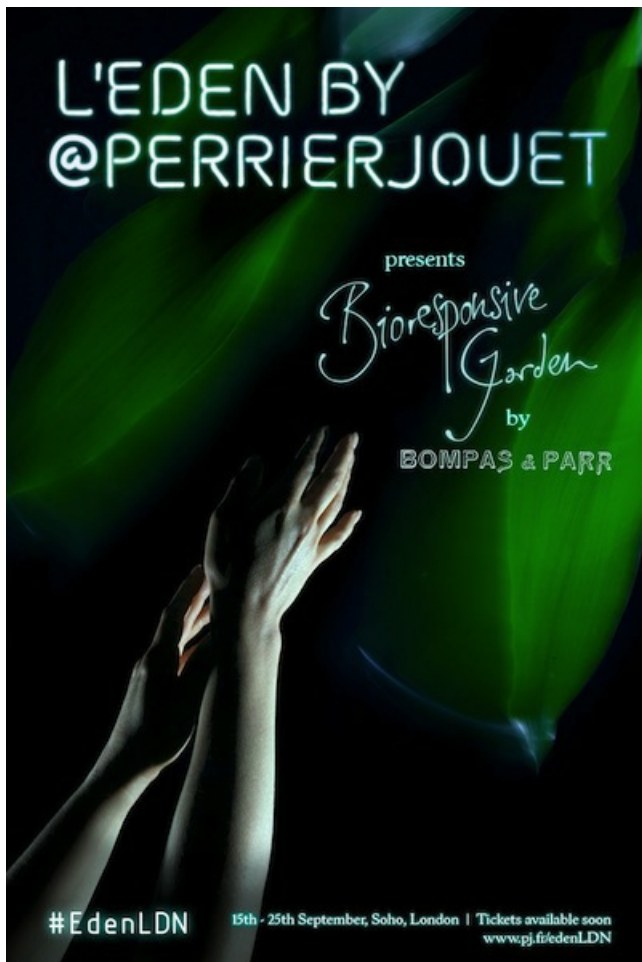


The L'Eden popup installation

Perrier-Jout is providing guests with Champagne as they walk through the installation, as well as free WiFi. The pop-up shop's name, L'Eden, is taken from the cellar in the brand's hometown, Maison Perrier-Jout, where its most-coveted bottles are kept.

Bompas & Parr's bio-responsive garden is located in the basement underneath the pop-up shop's ground floor, which is designed by Mr. Duchaufour-Lawrance to reflect the Champagne brand's iconic bottle. The design features vines that grow from the ceiling downward, aimed to intertwine nature with an urban atmosphere.

Special VIPs were invited to the installment's opening at 147 Wardour Street on Sept. 17. L'Eden will be open to those who wish to reserve from Friday, Sept. 23 to Saturday, Sept. 25.



The installation features the first bio-responsive garden

The bio-responsive garden downstairs will also hold a hidden Eden tasting cellar, available to a select few.

Pop-up success

Luxury brands have taken to pop-up shops for temporary events to build exciting and innovative experience for consumers.

For instance, footwear label Aquazzura brought its Italian aesthetic to vacationers on Long Island's East End with a pop-up shop in East Hampton.

The pop-up opened its doors just shortly before the affluent head to summer homes and rentals for the Fourth of July holiday. With much of New York's discerning consumers heading east for the summer months to escape the city's crowds and heat, foot traffic from passersby relocating for the season or for the weekend was a sure bet ([see more](#)).

Similarly, LVMH-owned watchmaker Tag Heuer showed off its sartorial side to New York Fashion Week attendees with help from a new brand influencer.

During NYFW Sept. 8-15, the Swiss watchmaker participated in a runway presentation and pop-up shop to show that its timepieces can be incorporated into any ensemble. To achieve this feat, Tag Heuer introduced its latest friend of the brand, 95-year-old style icon Iris Apfel, a departure from its usual sports and celebrity personalities ([see more](#)).

"Buzz drives brand; but experiences and engagement expand loyalty," Mr. Ramey said. "There is no attempt to fob onto the fashion scene that L'Eden is leveraging.

"Instead, it presents the world of Perrier Jouet in such a way that those who value fashion will enjoy their experience and most certainly their product," he said.

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