

FOOD AND BEVERAGE

Dom Prignon vintages, bespoke trunk subject of dedicated Auctionata livestream

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Dom Prignon's La Malle Plnitude

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon has hand-selected 23 Plnitude vintages, packed within five limited-edition trunks, for its first dedicated online auction.

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On Dec. 10, online auctioneer Auctionata will livestream the auction from Dom Prignon's Hautvillers Abbey, France where Dom Pierre Prignon perfected his Champagne. The "La Malle Plnitude" objet d'art and auction aims to encapsulate the Dom Prignon universe through its finest Champagnes.

Champagne on block

La Malle Plnitude was curated by Dom Prignon's chef de cave Richard Geoffroy, who personally selected 23 bottles of the brand's Champagne. Mr. Geoffroy included all of Dom Prignon's Second Plnitude vintages released thus far.

The trunk includes 10 bottles of Dom Prignon's P2 and 10 bottles from the First Plnitude as well as an additional three from the Third Plnitude.

[dom prignon. La Malle Plnitude trunk 400](#)

Dom Prignon's La Malle Plnitude

Plnitudes represent moments in the aging process when the wine is at its strongest. For example, Dom Prignon P2, a Champagne first released in 2014, was 16 years in the making ([see story](#)).

The trunks created for the auction are also a reflection of the Dom Prignon universe, with a nod to artisanal craftsmanship. Dom Prignon's La Malle Plnitude trunk is hand-crafted, with the details being selected by the winning bidder.

Made from the finest materials, the auction's five winners will be able to customize the trunk to their own specifications. The trunk's wood variety, leather type and color as well as engraving will all be up to the discretion of the winners, ensuring that the objet d'arts are truly unique.

The first 'Dom Prignon only' online auction

Starting bids for each of the five La Malle Plnitude begin at 36,000, or \$44,988 at current exchange rates.

Limited-edition spirits trunks have been popular auction lots recently. For example, Louis XIII de Rmy Martin's collaboration with three fellow French heritage brands fetched a record price of \$558,000 at a Sotheby's auction ([see story](#)).

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