

FOOD AND BEVERAGE

## Dom Prignon pops bottles as The Byblos Htel turns 50

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*Dom Prignon created 5 limited-edition bottles for The Byblos Htel; Image credit: Dom Prignon*

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon is embracing the French Riviera's nightlife culture through five limited-edition bottles.

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The series of limited-edition bottles was created by Dom Prignon in collaboration with The Byblos Htel in Saint-Tropez as the 5-star resort celebrates 50 years. As part of ongoing celebrations at the property itself, The Byblos Htel has worked with brand friends to collaborate on limited-edition goods and experiences.

### Nightlife love

For its leg of the anniversary collaboration, Dom Prignon turned to The Byblos Htel's Caves du Roy nightclub for inspiration.

To celebrate 50 years of The Byblos Htel and its on-site nightclub, Dom Prignon decided on creative expression spread across five decades.

Dom Prignon's five bottles are wrapped in limited-edition Methuselah designs. Each of the bottle wraps aim to personify a particulate decade from the last 50 years.

For example, a psychedelic print adorns the 1970s commemorative bottle and a binary pattern was selected for the 2000s. A futuristic rainbow chrome was used for the Champagne bottle representing the current decade.

Each bottle also includes a silver band above the label signifying the year it represents.

Over the weekend of May 27-28, Dom Prignon showed off the limited-edition bottle series at Caves du Roy during a party.

*Dom Prignon x Byblos: Introducing 5 limited-edition Methuselah designs*

Missoni Home has also brought its colorful Italian style to the French Riviera as The Byblos Htel celebrates its 50th anniversary.

To celebrate its milestone anniversary, and all the revelers who have stayed within its rooms, The Byblos worked with Missoni Home's Rosita Missoni to outfit a colorful suite. The Missoni suite at The Byblos is decorated entirely with furniture and fabrics from the Missoni Home brand to create an "authentic joie de vivre in the Italian style" ([see story](#)).

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