

FOOD AND BEVERAGE

Bernadette Knight Luxury Woman to Watch 2018

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Bernadette Knight, chief marketing officer, Champagne Armand de Brignac

By STAFF REPORTS

Bernadette Knight

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Chief marketing officer, **Champagne Armand de Brignac**, New York

"In luxury, you cannot afford to disappoint the consumer, so we take our time to achieve the best"

What do you most like about your job?

Champagne Armand de Brignac has a magnetic story that is just beginning to be told.

As the tte de cuve created by 13th-generation family vignerons with more than three centuries in Champagne, and a singular mission to create the best Champagne possible, it is an exciting story to be a part of.

What is the biggest challenge in your job?

Balancing ambition for growth with the knowledge that the highest quality takes time to produce. The fruit we harvest now may not be in a consumer's glass for six years or more, and with our strict ethos of no-compromise, it results in a highly-limited production quantity.

Being an agricultural business, we are also at the mercy of Mother Nature, so we hope for the best from the season and only when we have it, do we bottle it.

In luxury, you cannot afford to disappoint the consumer, so we take our time to achieve the best. Being patient requires a lot of discipline, and a very long-term view firmly in mind.

What is your work priority for 2018?

Continuing to expand our distribution footprint and choose where we place our marketing resources, based on where we map our global traveling consumer.

As we are a small team, we are nimble in sharing information, and this has been beneficial for us in concentrating precisely where to grow.

This year we softly launched two new markets for Armand de Brignac Brazil and Mexico and we will continue the

slow and considered growth for 2018.

What is your proudest achievement in luxury?

Being able to personally connect with our clients, understand what they want and then react quickly.

At the end, this personal attention is critical in luxury and it is often difficult to achieve in larger organizations. We have air-freighted special-format bottles to clients across oceans, customized nameplates for special gifts and even welcomed our top buyers into the home of our winemaking family.

I am most proud when I receive that elated message from a client showing the customized bottle of Armand de Brignac we organized for them for a very special moment in their life.

How do you see luxury evolving in 2018?

People want to be closer to the source, feel the craftsmanship, and know the real personalities behind the bottle they purchased.

Authenticity has always been incredibly important in luxury, but in today's big-business economy, luxury consumers will further seek out those small, unique craftspeople with rich stories that they can personally connect with.

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