

FOOD AND BEVERAGE

Dom Pérignon's vague teasers culminate with new creative director

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Dom Pérignon teases Lenny Kravitz partnership; Image credit: Dom Pérignon.

By BRIELLE JAEKEL

LVMH-owned Champagne house Dom Pérignon has sensationalized a new partnership it believes is a meeting of two icons with ambiguity on social media.

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After a week-long teaser campaign in which Dom Pérignon shared short clips at the Westlake Studios in California in old film style, the Champagne maker revealed a new partnership with an iconic musician. Lenny Kravitz will not only be the subject for Dom Pérignon's next campaign but he will act as the creative director.

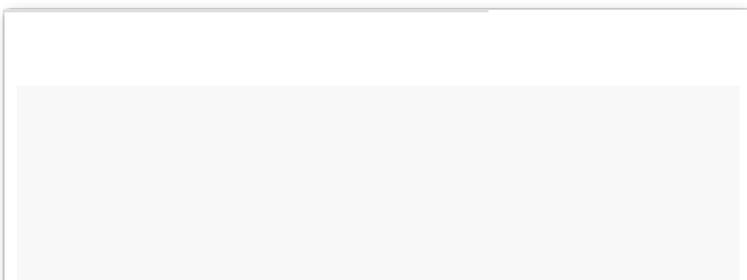
Lighting a fire

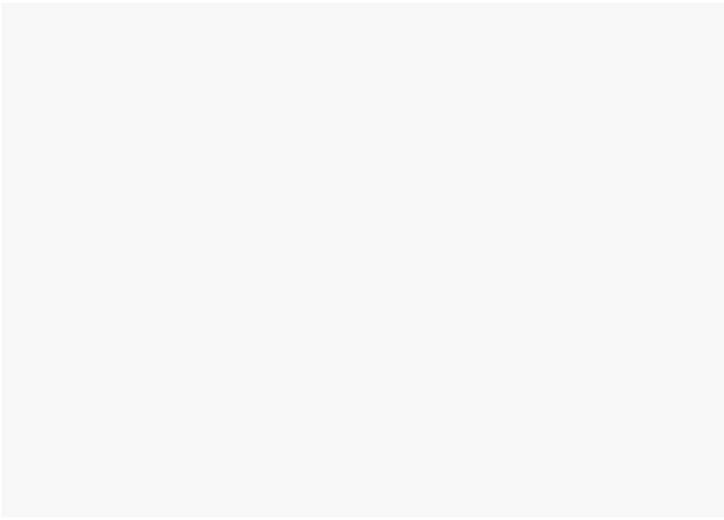
Throughout the weekend, on May 5 and 6, Dom Pérignon published short flicker-style films on its Instagram account, alluding to something new on its way.

The films take place at the studio space in Los Angeles and only showed portions of Mr. Kravitz's body, a shadow or footage of Dom Pérignon Champagne.

All the captions of the films were just as ambiguous, with phrases such as "a different world," "carry your name and then some" and "partners in rhyme."

On May 6, the champagne brand finally revealed its collaboration with the musician through a post on Instagram reading, "A collaboration between two icons: Introducing @LennyKravitz as our next creative director, photographer and designer."





A collaboration between two icons: Introducing @lennykravitz as our next Creative Director, Photographer and Designer.
#DomPérignonXLennyKravitz #DomPérignon Enjoy Responsibly

A post shared by Dom Pérignon (@domperignonofficial) on May...

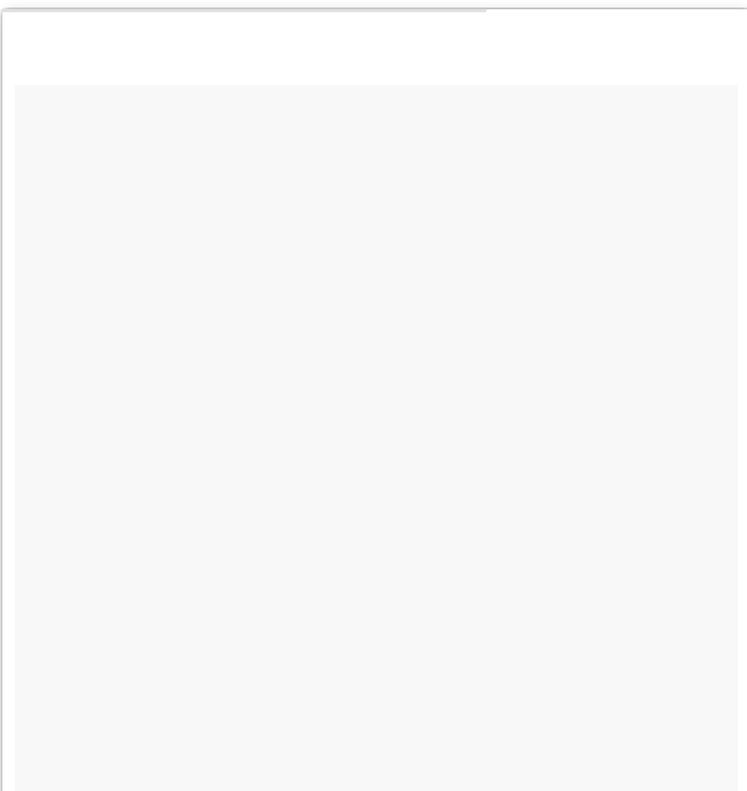
The accompanying film shows a shadowed figure walking towards the studio, who is eventually revealed to be Mr. Kravitz as he walks into the light.

Another film-style video shows Mr. Kravitz standing outside a balcony over looking the city Los Angeles. The musician is also shown in a short walking along a patio in the dark with fire pits ablaze, paired with the caption, “inner fire.”

“Life is the occasion” is the first short video from Dom Pérignon that shows Mr. Kravitz speak for the first time. “I have friends who like to have people over,” he says, “and it's centered around opening a bottle of Champagne and celebrating life, just because it's a Tuesday.

“You don't need an occasion,” he continues. “Life is the occasion.”

In a following short film he also discusses the art form of Champagne creation and how it is so different from what he does, saying that it inspires him.



Inspiration comes full circle. Dom Pérignon x @LennyKravitz
September 2018 #DomPérignon #DomPérignonXLennyKravitz
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A post shared by Dom Pérignon (@domperignonofficial) on May...

Dom Pérignon campaigns

Dom Pérignon has teamed with other creative talents to highlight aspects of its Champagne.

For instance, the house previously deconstructed the letters D and P to demonstrate passage of time and the transformation of materials.

The creative approach for Dom Pérignon's limited-edition labels and packaging comes from a collaboration between the Champagne house and German artist Michael Riedel. The "optical metaphor" created by Mr. Riedel pays homage to "creations that transcend the original materials" by turning letters to abstract forms ([see more](#)).

Dom Pérignon also tapped Christoph Waltz's theatricality to portray the emotions felt as its bubbles are savored.

"Touched with Plénitude" is the debut campaign for Dom Pérignon P2, a Champagne first released in 2014 that was 16 years in the making. For this campaign, Dom Pérignon chose to let Mr. Waltz's expressions do the talking, with each subtle movement of his eyes or lips telling the story of the Champagne's intensity ([see story](#)).

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