

FOOD AND BEVERAGE

Dom Prignon opens Champagne salon in New York

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Dom Prignon and hotel Blantyre open up the first champagne salon in the U.S. Image credit: Blantyre

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon is opening a first of its kind in North America Champagne salon.

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The Cloisters is a new Champagne salon located in the Berkshires, New York in a newly renovated hotel. Blantyre has officially opened the salon, which exclusively features Dom Prignon products at an indoor and outdoor space.

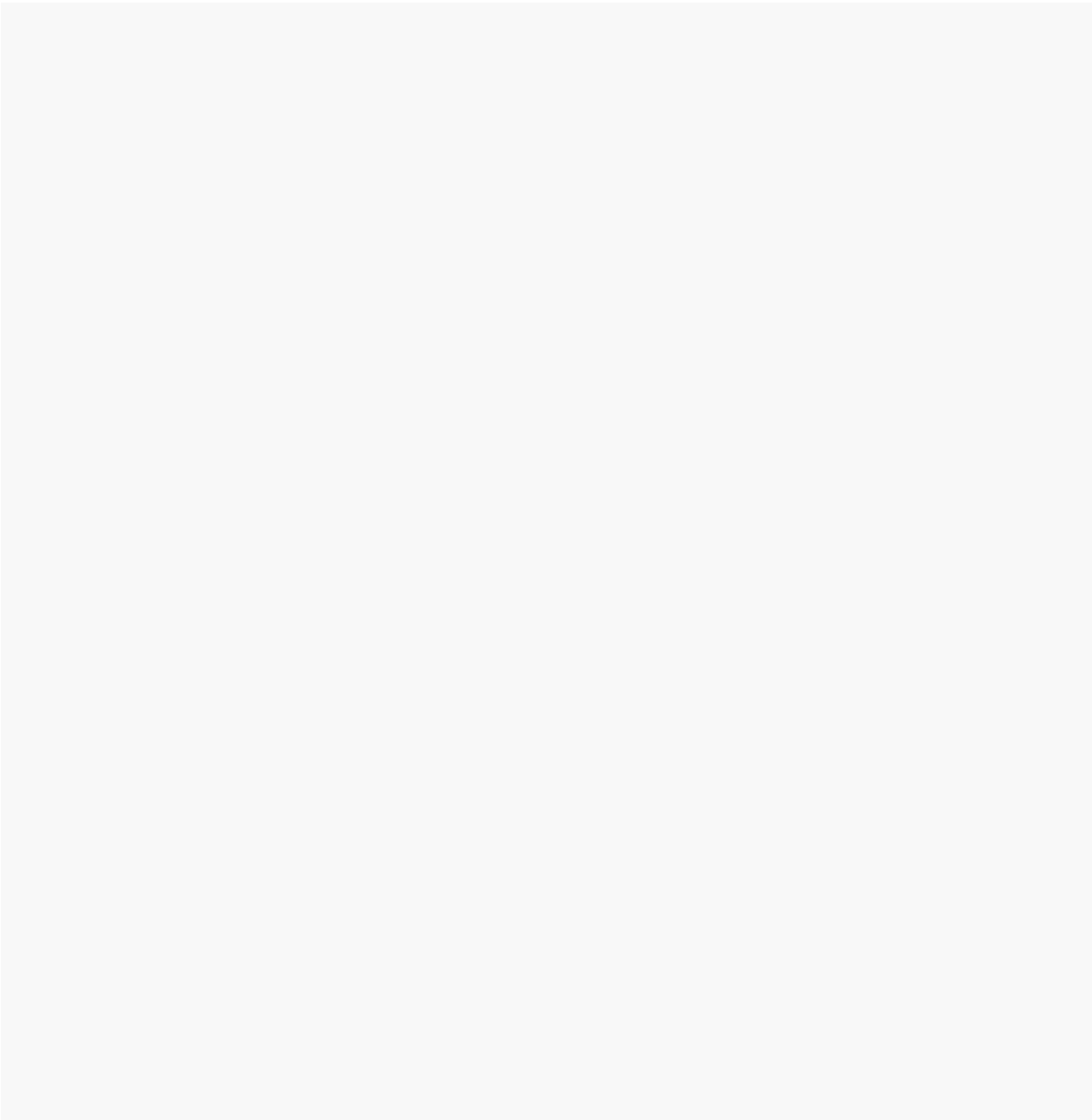
Champagne celebration

Dom Prignon's salon fits 24 individuals in a secluded garden patio, which the hotel says features a "Tin to Table" menu with an upscale twist on caviar.

In addition, an indoor space is fitted underground next to Blantyre's a wine cellar named La Cave, in the style of a speakeasy. The indoor room fits 30 people featured with charcoal hues and gold with brass accents to reflect the style of Dom Prignon.

The hotel is also displaying vintage bottles from the Champagne throughout La Cave.

Both locations will serve the Vintage Trinity, Dom Prignon 2009, P2 Vintage 2000 and Ros 2005, and more Dom Prignon products.



Pat yourself on the back this #humpday and have a drink; you deserve it! #champagnesalon #relaischateaux
#blantyreresort #intheberkshires

A post shared by Blantyre (@blantyreresort) on Jun 27, 2018 at 3:22pm PDT

"We are excited about this debut," said Linda Law, owner of Blantyre, in a statement. "Both Dom Prignon and Blantyre exude unparalleled luxury through their storied heritage.

"In the same manner in which a glass of Dom Prignon is a true act of creation, each stay at Blantyre is carefully curated to offer an experience that simply cannot be replicated," she said.

Dom Prignon also interpreted a phrase said by its namesake Benedictine monk through a commissioned piece of art.

The Champagne brand invited Japanese designer and artist Tokujin Yoshioka to create an artwork using the famous words of Dom Prignon, "I'm drinking stars!" as the prompt. As advocates of the arts, luxury brands often work with contemporary artists to explore brand codes in various mediums ([see story](#)).

