

FOOD AND BEVERAGE

Dom Prignon invites photography fans to look inside a private celebrity party

September 4, 2018



Lenny Kravitz hosts special dinner, photographed in future exhibit. Image credit: Dom Prignon

By STAFF REPORTS

Champagne brand Dom Prignon is creating art through everyday life with a special photography initiative as part of its campaign with an ambassador who doubles as creative director.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Musician Lenny Kravitz hosted a dinner party, featuring Dom Prignon as its premier beverage, at his own home. The Champagne brand will be inviting the public into the party by showcasing a series of candid photographs at an exhibition this fall.

The dinner

Photographed by Mr. Kravitz himself, the exhibit will feature special moments captured without posing starring the variety of guests at the exclusive event.

Celebrities and notable individuals such as Mr. Kravitz's daughter Zo, Benjamin Millepied, Alexander Wang, Susan Sarandon, Abbey Lee Kershaw and Harvey Keitel were some of the guests in attendance. The dinner took place at the musician's private residence in Los Angeles.

The LVMH-owned Champagne house previously sensationalized this new partnership it believes is a meeting of two icons with ambiguity on social media.

After a weeklong teaser campaign in which Dom Prignon shared short clips at the Westlake Studios in California in old-film style, the Champagne maker revealed a new partnership with the iconic musician. Mr. Kravitz is not only the subject for Dom Prignon's campaigns but he now acts as the creative director ([see story](#)).



Guests of Mr. Kravitz take a selfie. Image credit: Dom Prignon

Mr. Kravitz's exhibition, named "Assemblage A Lenny Kravitz Photo Exhibition," will take place from Sept. 29 to Oct. 6 in New York. The hours will be noon to 8 p.m., except on Friday Oct. 4, which will be from 10 a.m. to 4 p.m.

Both the brand and Mr. Kravitz believe the photographs capture the spirit of the event and the personalities.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.