

FOOD AND BEVERAGE

Dom Prignon expands 1-night affair into consumer-facing creative

October 1, 2018



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

By BRIELLE JAEKEL

LVMH-owned Champagne house Dom Prignon has given artistic freedom to its new celebrity creative director in a campaign that spans a multitude of channels inspired by one party.

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

Musician Lenny Kravitz has been named as the creative director of the Champagne house and is acting as both creator and ambassador. After months of teasing its collaboration, Dom Prignon and Mr. Kravitz have released a campaign that stems from an event featuring a variety of unique and well-known personalities connecting while sipping the brand's Champagne.

Champagne and creativity

Dom Prignon and Mr. Kravitz have now unleashed a video look at their previous party, turning it into a powerful statement and an advertising campaign for the brand.

On Instagram and other social outlets, the brand has shared a variety of clips of the dinner and Mr. Kravitz taking photos of his guests. The short videos are in similar cinematography style as a previous teaser campaign from this spring.

"I find that I learn the most when I'm around people that have very different experiences from me," Mr. Kravitz says in an interview clip online. "I'm trying to be around people who have a completely different story, they have a completely different view of life and things.

"That is where you learn the most," he said.

Dom Prignon shares Lenny Kravitz's inspiration

More segments of the interview are published in various places online, where Mr. Kravitz likens making Champagne to creating music and explains his decade-long history with the brand.

In a campaign video, music evokes a feeling of intensity in the viewer and that something is coming, as short teases of the party are exhibited. In a voiceover Mr. Kravitz relays that those who think this is just a party are mistaken.

A similar short video has Mr. Kravitz introducing each personality as footage of each of the guests enjoying the party is displayed.

These personalities are highlighted even more closely in individual profiles, created and voiced by Mr. Kravitz.

For instance, activist Abbey Lee was in attendance of the party. In her video profile, Mr. Kravitz describes her as sexy and sensual, eager to create, claiming, "she is the connection between outrageous and authentic."

Benjamin Millepied, a French dancer, is featured in the campaign that describes his choreography as "inspirational art."

Others featured in individual vide profiles include former soccer player Hidetoshi Nakata, who is now said to pursue fashion and Japanese culture, Zo Kravitz, described as "a guide and a light" and the "sophisticated humanist" Susan Sarandon.

Lenny Kravitz's profile of his daughter Zo Kravitz

This marks the first full leg of the campaign, but more will follow as Mr. Kravitz and Dom Prignon continue to collaborate.

Expanding the campaign

Dom Prignon first sensationalized its new partnership, which it believes is a meeting of two icons, with ambiguity on social media back in May of this year.

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 current campaign but he also now acts as the creative director ([see story](#)).

The first full campaign born out of this partnership started with a party, attended by a variety of well-known individuals.

Dom Prignon created art through everyday life with a special photography initiative as part of the campaign.

Mr. Kravitz hosted the dinner party, featuring Dom Prignon as its premier beverage, at his own home. The Champagne brand is now inviting the public into the party by showcasing a series of candid photographs at an exhibition, started on Sept. 28 ([see story](#)).