

FOOD AND BEVERAGE

Perrier-Jout pops up in Paris for nature-themed event

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Perrier-Jout's HyperNature. Image courtesy of Perrier-Jout

By STAFF REPORTS

Pernod Ricard-owned Champagne house Perrier-Jout is taking an experiential approach to marketing with a weeklong restaurant and rooftop bar.

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The brand's HyperNature pop-up will be building connections between Champagne, art, food and nature through workshops, installations, tastings and live music performances. In-person experiences are still a key way for spirits brands to engage consumers and share their heritage and house perspective.

Nature meets city

Perrier-Jout's pop-up has taken over the rooftop at Le Dernier Etage in Paris. The nature-themed atmosphere is surrounded by the city.

HyperNature opened with a party on June 17, which included a live performance by indie artists Brigitte.

Until June 23, the Champagne house will be hosting experiences for the public. The brand's cellar master Herv Deschamps will lead visitors through tastings, while lunches and dinners will pair Perrier-Jout Champagnes with cuisine from Michelin-starred chef Akrame Benallal.

Also installed in the takeover is an interactive tree sculpture by designer Bethan Laura Wood. Amid the created tree's foliage are Champagne glasses, enabling guests to pluck flutes from the branches, further connecting the wine with nature.



HyperNature is surrounded by panoramic views of Paris. Image courtesy of Perrier-Jout

Continuing the sensory exploration, consumers will be able to discover the scent of Perrier- Jout's Blanc de Blancs cuve through an olfactory experience.

The brand has previously delved into nature through other events. For instance, Perrier-Jout brought attendees of London Fashion Week and The London Design Festival into a real-life fantasy world with a bio-responsive garden.

Visitors were granted access to a garden oasis designed by event planner Bompas & Parr and designer No Duchaufour-Lawrance where plants physically responded to human movement. Perrier-Jout's L'Eden experience provided a haven for Fashion Week and Design Festival attendees where refreshments and free WiFi were provided ([see story](#)).

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