

MEDIA/PUBLISHING

## Mot Hennessy joins hands with Louis Vuitton for new City Guide celebrating Champagne region

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By LUXURY DAILY NEWS SERVICE

Mot Hennessy has partnered with Louis Vuitton to publish a new city guide celebrating France's Reims and its region that is home to Mot & Chandon, Ruinart, Veuve Clicquot and Dom Prignon.

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The region is full of vineyards, restaurants, stunning architecture and a thriving arts and music scene, all of which is reflected in the book published jointly by the LVMH-owned houses. The book is titled "Reims: Voyage en Champagne."

"We are always eager to promote our terroirs and celebrate the Champagne region, and this guide is a gift to the region," said Philippe Schaus, CEO of **Mot Hennessy**, in a statement.

"As a leader in Champagne production, we want to pay tribute to the people behind the global appeal of champagne and support a region where many of our maisons have their roots and history," he said.

**Louis Vuitton** has published several city guides over the years.

Last word on it

A dozen journalists and specialists combed Reims and the surrounding area to get a feel of the region. They met locals, visited monuments, explored and wine cellars and dined incognito at the best restaurants.

The book is split into four themes: hotels, restaurants, bars and cafs, and art and culture, along with comments from authors.

In addition, the latest tome in the Louis Vuitton City Guide collection adds profiles of the inhabitants of Reims. These include cellar masters, chefs, artisans, football stars and journalists all express the soul of their city.

The book is available at Louis Vuitton stores and select bookstores worldwide.