

WINES AND SPIRITS

Veuve Clicquot collaborates again with Yayoi Kusama on new Champagne packaging creation

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Yayoi Kusama was commissioned to create her signature polka-dotted colorful art to emblazon the packaging and label for Veuve Clicquot's new La Grande Dame 2012 vintage. Image courtesy of Veuve Clicquot

By LUXURY DAILY NEWS SERVICE

Veuve Clicquot has partnered once again with Japanese contemporary artist Yayoi Kusama to put her stamp on the French Champagne house's new prestige Cuve, **La Grande Dame 2012**.

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Ms. Kusama had previously collaborated with the LVMH-owned Veuve Clicquot in 2006 on a charity auction.

High spirited

This time, she has imprinted her signature polka dot and floral motifs on the Champagne's bottle and case in a gift box set priced at \$195.

The floral creation is also rendered in an original creation called "My Heart That Blooms in The Darkness of The Night" for the magnum format of La Grande Dame cuve. This limited-edition creation is available in only 100 numbered pieces.



The Yayoi Kusama floral sculptures are another special touch for connoisseurs of Veuve Clicquot Champagne. Image courtesy of Veuve Clicquot

A select number of Kusama floral sculptures that uniquely fit a magnum bottle of La Grande Dame will retail for \$36,000, or 30,000 euro at current exchange.

The **collection** is available for pre-sale starting Sept. 17, and then officially on shelves in October. It is timed to the release of the newest vintage, La Grande Dame 2012.



Yayoi Kusama's art adorns the bottle label and case of Veuve Clicquot's new vintage, La Grande Dame 2012. Image courtesy of Veuve Clicquot

La Grande Dame is French for "The Great Lady."

The Champagne of the same name was created in honor of Madame Clicquot.

Following the untimely death of her husband in 1805, Madame Clicquot took charge of the family's Champagne house when she was just 27, in a period when it was unusual for a woman to head a business.

Veuve Clicquot sees a similarity with Ms. Kusama.

The independent-minded artist left her native Japan for the United States at 28, and has since made her mark with her colorful, polka-dotted creations that are vibrant and eye-catching.

"As a modern-day La Grande Dame and iconic name in the design and art world, Yayoi Kusama infuses her signature dots and artistic style into these limited-edition pieces serving as a beacon of hope, joy and inspiration during these times of uncertainty," Veuve Clicquot said in a statement.