

FOOD AND BEVERAGE

Ruinart turns sustainable packaging into artwork

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Ruinart introduced its recyclable paper packaging in June 2020. Image credit: Ruinart

By SARAH RAMIREZ

LVMH-owned Champagne house Ruinart is putting an artistic spin on its sustainable packaging with a new collaboration.

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Ruinart commissioned artists to upcycle the house's bottles and cases, underscoring its sustainable efforts for added relevance with more values-oriented consumers. The brand frequently works with creatives to create art inspired by its Champagne.

Bubbly upcycling

For this artistic collaboration, Ruinart has already revealed two projects. The brand shared videos and photographs of the creative process behind each commission.

French paper designer Anne-Charlotte Saliba transformed Ruinart's second skin case into a light fixture.

Anne-Charlotte Saliba upcycled the paper case into a unique light, extending its life

The Champagne house introduced its second skin case last summer. The eco-designed packaging is an alternative to a gift box and is the result of Ruinart's commitment to help preserve the environment.

Ruinart spent two years developing the packaging with its manufacturing partners, Pusterla 1880 and James Cropper. The second skin case, which is molded to the shape of the Champagne bottle, is 100 percent paper, completely recyclable and does not use plastic or glue.

For her project, Ms. Saliba drew and cut scale shapes from the paper cases. She then sewed each individual paper piece together with a netted backing before adding the lighting component, which was inspired in part by the gold shades of the Champagne.

"My artistic universe is largely inspired by nature," Ms. Saliba says in a video short. "I was quite moved by the graphic dimensions of the second skins and the embossed aspect of the material."

Ruinart also tapped Bigtime Studio for the upcycling collaboration. The creative duo, Marion Flament and Jimme

Cloo, created centerpieces using Champagne bottles.

[View this post on Instagram](#)

A post shared by Champagne Ruinart (@ruinart)

The curves of the Champagne bottle inspired the centerpieces

Bigtime partnered with glassblower Stphane Rivoal to cut and assemble existing Ruinart bottles to create new sculptures that paid homage to the traditional Champagne bottle shape.

"We wanted to show the beauty of the curves of the bottles, while trying to get away from the usual image of the bottle itself," Mr. Cloo explains.

Artistic values

Ruinart began its annual artistic collaborations, dubbed Ruinart Studio, several years ago.

In 2019, the house tapped Brazilian visual artist Vik Muniz, whose work focuses on the relationship that people have with memory. Mr. Muniz's work during his time with Ruinart aimed to capture the flow of its Champagnes, examining what often goes unnoticed through photography ([see story](#)).

However, this is the first iteration that blends together creativity and sustainability.

It is increasingly important for wine and spirits brands to emphasize social values as consumers want to support purpose-driven companies.

Last June, LVMH's Mot & Chandon Champagne house kicked off a new social media campaign that aims to play up its heritage and the source of its wines. The [#CareWithPassion](#) Instagram video series included episodes that highlight the brand's sustainability practices ([see story](#)).