

FOOD AND BEVERAGE

Dom Prignon taps Lady Gaga for multiyear, sparkling collaboration

April 1, 2021



Dom Prignon and Lady Gaga are launching a partnership celebrating creativity and expression. Image credit: Dom Prignon

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Dom Prignon is announcing a new partnership with Oscar-winning actor and singer Lady Gaga.

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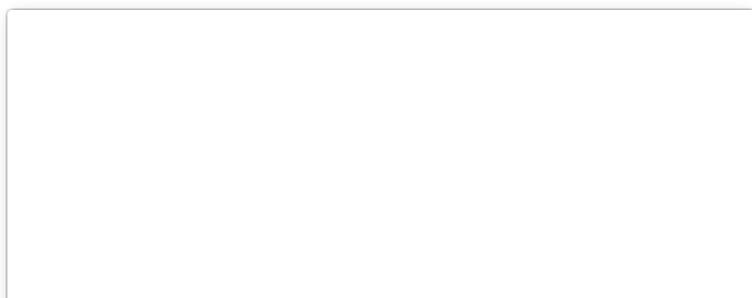
The partnership aims to celebrate freedom of expression and creativity, serving as an ode to both the brand and the singer's dedications to their crafts. The singer posted a photo on Instagram, holding a bottle of Dom Prignon 2006 vintage sparkling ros, signifying the beginning of a collaboration that promises to produce even more outcomes over the next two years.

"Dom Prignon and I are both driven by the need for creative freedom, and we're excited to share the Queendom with you, an artistic universe we created with my dear friend Nick Knight," the singer said, on Instagram.

Queendom

The Champagne house and singer are fostering excitement for the ongoing partnership, only revealing a few details. Lady Gaga and Dom Prignon are introducing their partnership with an explanation on why it came to be: a shared love and dedication to crafting one's work.

After learning more about the history of the maison and the boldness inherent specifically in Dom Prignon ros, Lady Gaga felt a connection. Together with photographer Nick Knight, the singer and house created the concept of Queendom, a creative world that consumers will learn more about on April 6.



[View this post on Instagram](#)

A post shared by Lady Gaga (@ladygaga)

"Their tradition is centuries old, but they push their own boundaries and find ways to reinvent themselves completely," Lady Gaga said in the Instagram video announcement. "And I am thrilled that we will be able to celebrate this together."

Lady Gaga is no stranger to the world of luxury or brands recognizing her dedication to self-expression.

Last October, Italian luxury fashion house Valentino is celebrating self-expression with a new fragrance campaign starring Lady Gaga. The Voce Viva fragrance campaign featured the Oscar-winning actor and singer in a red Valentino gown near Los Angeles singing a stripped-down version of "Sine From Above," from her most recent album *Chromatica* ([see story](#)).

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