

FOOD AND BEVERAGE

Dom Prignon, Lady Gaga introduce universe of self-expression

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Lady Gaga in collaboration with Dom Prignon. Image credit: Dom Prignon

By NORA HOWE

LVMH-owned Champagne house Dom Prignon and American actress and singer Lady Gaga are inviting audiences to enter the Queendom, a universe celebrating the power of creative freedom.

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Launched this week, the multimedia international campaign features a limited-edition sculpture, designed by the "Born This Way" singer in collaboration with Nicola Formichetti. The creative partnership aims to be a source of inspiration, power and force.

"Collaborations are a pillar of luxury," said Christopher Ramey, president of [Affluent Insights](#), Palm Beach. "Luxury brands are defined by the brands with whom they associate, hence, Dom Prignon seeks those who bring new clients to their brand."

Welcome to the Queendom

Last week, the Champagne house announced its partnership with Lady Gaga, who posted a photo on Instagram holding a bottle of Dom Prignon vintage sparkling ros 2006, signifying the beginning of a collaboration that promises to produce more content over the next two years ([see story](#)).

Since then, a series of images and films have been released, further exploring themes of self expression, freedom in creativity and inclusivity.

"Creative power is infinite," Mr. Ramey said. "Each person will perceive it through their own personal lens, and the film campaign reinforces that theme."

Dom Prignon asserts that Champagne is a creation that inspires emotions and elevates the human experience. Dating back to the 17th century, and the Benedictine monk who gave the house its name, the brand seeks to create and unveil the balance of nature and climate in each of its bottles.

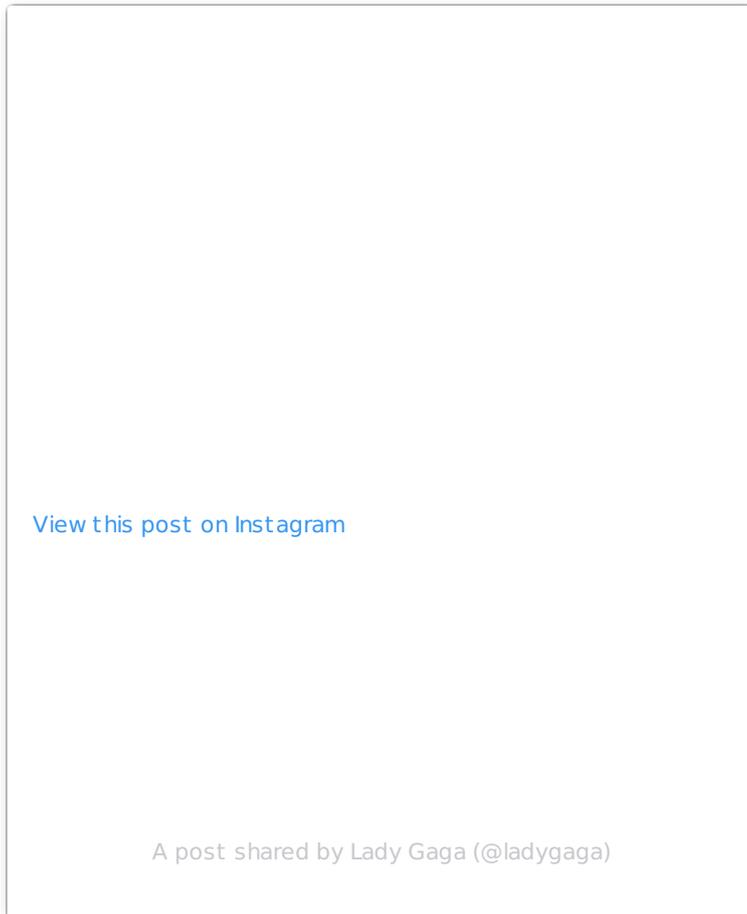
An avant-garde woman of the modern era, Lady Gaga sits at the center of a creative universe, where she uses her voice and craft to advocate for young people and, specifically, the LGBTQ+ community.

Brought together by their shared commitment to craft and creativity, Dom Prignon and Lady Gaga have created a new world where "everyone is seen, heard and loved," as brought to life by fashion photographer Nick Knight.

The film shows the expressive Academy Award-winning songwriter in a multitude of exuberant pink and red ensembles set to "Free Woman" from her 2020 album *Chromatica*.

For the project, the singer and one of her long-time artistic collaborators Mr. Formichetti designed a limited-edition sculpture, which acts as a veil, encasing a bottle of Dom Prignon vintage sparkling ros 2006.

The brand produced only 110 of these exclusive sculptures, which will be sold in private sales and showcased in flagship Dom Prignon locations. All of the profits earned from these sales will be donated to Lady Gaga's [Born This Way Foundation](#) charity.



Cofounded and led by Lady Gaga, whose birth name is Stefani Germanotta, and her mother Cynthia Germanotta, the foundation supports the mental health of young people through high impact programming, youth led conversations and strategic, cross-sectoral partnerships.

Its mission is to spread kindness, validate the emotions of young people and eliminate the stigma surrounding mental health.

Raise a glass

In addition to Dom Prignon, multiple luxury wine and spirits brands have collaborated with notable artists and figures in efforts to emphasize their values.

This week, LVMH-owned Cognac brand Hennessy tapped Grammy Award-winning rapper and songwriter Nas in a campaign celebrating Black legacy and excellence. The short film, entitled "Dear Destiny," features Nas writing and reading aloud a letter he wrote to his daughter, in which he reflects on the rich history of Black excellence.

The vignette highlights Hennessy's Never Stop Never Settle Society which invests and empowers Black entrepreneurs who make lasting impacts on their communities ([see story](#)).

Through its Unfinished Business initiative, Hennessy has also helped provide immediate relief and long-term support to Black, Asian and Latinx small-business owners across the United States, who had to overcome great obstacles in their paths to success during the COVID-19 pandemic ([see story](#)).

French Cognac brand Rmy Martin celebrated the cultures of Cognac and music through a film series featuring

Grammy-nominated recording artist 6LACK, pronounced "black." In the "Ground's Melody" series, 6LACK reveals how music is strongly influenced by the cities and communities in which it was created, similar to the production of cognac ([see story](#)).

"One of the axioms of retail is consumers respond to fear and greed," Mr. Ramey said. "Updated for the affluent, consumers respond to fear, greed and good."

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