

FOOD AND BEVERAGE

## Bulgari, Dom Prignon team up for exclusive collaboration

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*The Bulgari x Dom Prignon bottle. Image credit: LVMH*

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By LUXURY DAILY NEWS SERVICE

LVMH-owned Bulgari and Dom Prignon have fused their savoir-faire and creativity for a limited edition case of Champagne.

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The emblematic Bulgari snake encircles a magnum of Dom Prignon ros Champagne in celebration of seduction. The two houses share a cultural heritage that they aim to renew with bold inspiration in their respective realms of jewelry and Champagne.

### Snakes and Champagne

Each of the limited-edition wooden cases opens to reveal a custom interior lined in saffron and fuchsia containing three magnums of Dom Prignon Ros Vintage 2004, protected by a Bulgari Serpenti necklace.

Designed by the Roman jeweler in the 1960s, the iconic Serpenti has since been revisited in a myriad of jewelry and leather goods creations. For this special edition, the necklace is crafted in pink gold with onyx and white diamonds and wraps around a magnum of Dom Prignon.



*Bracelet from the Bulgari Serpenti jewelry collection. Image credit: Bulgari*

For the occasion, the bottle itself is engraved with the snake scale motif and has a rose gold label that evokes both the hue of the Bulgari Serpenti and the ros robe of the Champagne.

Dom Prignon Ros Vintage 2004 is the fruit of 12 years of slow and controlled elaboration in the cellar. The nose begins with notes of red currants and wild strawberries, complemented by warm notes of ripe hay, blood orange and cocoa.

With only four cases crafted, the Bulgari Serpenti x Dom Prignon Ros limited edition is available exclusively on request in London, Milan and Tokyo.

Recently, Dom Prignon and American actress and singer Lady Gaga invited audiences to enter the Queendom, a universe celebrating the power of creative freedom.

Launched at the beginning of April, the multimedia international campaign featured a limited-edition sculpture, designed by the "Born This Way" singer in collaboration with Nicola Formichetti ([see story](#)).

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