

FOOD AND BEVERAGE

DFS Group opens transformative Dom Prignon x Lady Gaga pop-up

December 2, 2021



The pop-up is being held at T Galleria at DFS, Macau, City of Dreams until Dec. 28. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer **DFS Group** has partnered with LVMH-owned Champagne house **Dom Prignon** on a pop-up centered centering Oscar-winning actor and singer Lady Gaga.

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Stemming from the Champagne house and Oscar-winner's partnership, the pop-up invites consumers to The Queendom, a multisensorial creative experience, featuring a sculpture designed by the entertainer herself. The immersive pop-up is being held at T Galleria at DFS, Macau, City of Dreams until Dec. 28.

"We are delighted to partner with Dom Prignon as the only travel retailer to bring the Dom Prignon x Lady Gaga limited-edition vintages and sculpture to our T Galleria by DFS, Macau, City of Dreams store," said David Chan, vice president of merchandising and planning spirits, wines, tobacco, food and Gifts at DFS Group, in a statement.

"We look forward to welcoming our customers to experience this truly exhilarating collaboration."

Into the Queendom

The Dom Prignon x Lady Gaga pop-up features two-limited edition Dom Prignon x Lady Gaga 2021 bottles, the sculpture Lady Gaga designed and additional vintages.

Guests can start their experiences with an art gallery showcasing the campaign and its exquisite limited-edition bottles. The color scheme of the entire pop-up aligns with campaign imagery, the entire space doused in magenta and black.



Within the antechamber. Image courtesy of DFS Group

Visitors can then admire the wall of Dom Prignon x Lady Gaga Limited-Edition Ros Vintage 2006 and Dom Prignon x Lady Gaga Limited-Edition Vintage 2010 bottles before stepping into the pop-up's main feature, an antechamber. The antechamber is designed as a mirror box, transforming consumers into several stunning reflections, offering the ultimate photo opportunity.

Dom Prignon first announced its partnership with Lady Gaga in April.

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. With the announcement, 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 ([see story](#)).

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