

FOOD AND BEVERAGE

## Ruinart shares sensory interpretation of Champagne-making in new collaboration

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*Jeppe Hein is the latest artist to work with Ruinart. Image credit: Ruinart*

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By SARAH RAMIREZ

LVMH-owned Champagne house Ruinart is reaffirming its appreciation for art with its latest Carte Blanche campaign.

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Ruinart tapped Danish artist Jeppe Hein for an immersive journey at the maison. The campaign includes a new video series that offers more details about the artist and his collaboration with the house.

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