

FOOD AND BEVERAGE

## Dom Prignon invites guests for luxury Champagne cruises

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*An image of Dom Prignon cruise on an 1988 San Lorenzo superyacht. Image courtesy of Dom Prignon*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Dom Prignon** is inviting guests to enjoy a one-of-a-kind cruise on a 1988 San Lorenzo superyacht.

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The inaugural cruise experiences began on Aug. 17 and will continue until the end of the month. On the waters of Sag Harbor and Montauk, guests can reserve a private Dom Prignon cruise and enjoy a luxe \$30,000 package which includes elevated amenities and of course, Dom Prignon champagne.

### Dom at the docks

The private four-hour yacht cruises can accommodate up to six guests and include a sushi omakase conceived by three star Michelin chef Masa Takayama. In addition to fine dining and luxury wine, guests can elevate their experience from culinary to multi-sensory with curated music.

An on-board DJ will serenade guests with their customized selections of music. In addition, the cruise package includes a dedicated on-board butler service, a door-to-dock chauffeur service within the Hamptons and a dedicated concierge with a specialization in champagne procurement.



*An interior view of a private Dom Prignon yacht cruise. Image courtesy of Dom Prignon*

The luxury industry is shifting from a goods-based market to a deeply experiential one, citing a Boston Consulting Group [report](#). Luxury consumption is changing and millennials are buying less luxury goods and instead opting to invest in top tier experiences.

While it may seem counterintuitive given the recent push for luxury brands to digitize and participate in the metaverse, real-life luxury experiences are a tried and true way to attract young consumers ([see story](#)).

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