

FOOD AND BEVERAGE

Dom Prignon spotlights international chefs in ongoing digital series

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An image of Chef Frdric Doucet. Image credit: Dom Prignon

By AMIAH TAYLOR

LVMH-owned Champagne house **Dom Prignon** is continuing its digital series, interviewing Michelin-star chefs as the brand cements its link to luxury dining.

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Past international chefs that have been interviewed by the Champagne brand include Yoshihiro Narisawa, Val Cantu, Quique Dacosta and Kyle Connaughton. The series takes a closer look at cooks from all over the world, from Japan to Spain, and invites their thoughts on the connection between gourmet food and the right selection of Dom Prignon wine.

The French perspective

The latest campaign film, released on Sept. 14, features an interview with French chef Frdric Doucet. Mr. Doucet is a master of cuisine at one Michelin-star restaurant Maison Doucet.

The film begins by surveying a French metropolitan landscape, then, the audience is introduced to the spot's protagonist. Mr. Doucet is first seen in his kitchen, hard at work preparing luxury dishes for presumably eager guests.

Dom Prignon's "Interview with Chef Frdric Doucet" campaign film

"When we go and eat at a restaurant, it's to feel emotions, receive love, to share these dishes and we strive to magnify this with great humility," Mr. Doucet says in the film.

A closeup of a white pure with a generous dollop of caviar on top is served up in the next scene.

The immaculate plating is seared in the viewer's mind as another equally intriguing dish is shown. This time, perfectly circular white disks and edible flower petals make the eye dance as the viewer takes in the beauty of the next course.

The camera pans back to a French landscape shot, inviting the viewer to take in tree speckled hills, cathedrals, and quaint brick buildings. "Dom Prignon" flashes on the screen in dark, signature font.

Mr. Doucet regards himself as an innkeeper and begins to expand upon his heritage, illuminating his culinary

bloodline. His mother and father created a country bistro in the very room he now claims as his critically acclaimed restaurant, Maison Doucet.

His parents made an intentional shift from serving bistro food to focusing on fine Burgundy cuisine and gastronomy. Inspired by the culinary message his mother and father articulated with their menu, Mr. Doucet intentionally fuses creativity and sensitivity into his offerings.

[View this post on Instagram](#)

A post shared by Dom Prignon (@domperignonoofficial)

A beautiful plate from the world-renowned Maison Doucet

Fond of the phrase, "We managed to do that today, but tomorrow we can do better," Mr. Doucet aims to treat the diner with complete reverence.

Mr. Doucet pursues simplicity and humility in his food and recognizes a sharing of values with the LVMH-owned Champagne house, Dom Prignon.

The film ends with Mr. Doucet declaring heartfully that he is proud to be a part of the Dom Prignon family.

The evolution of Dom

In August, for the first time, Dom Prignon invited guests to enjoy a one-of-a-kind cruise on a 1988 San Lorenzo superyacht ([see story](#)).

But the Champagne house has offered incredibly niche novelty experiences in the past, including a collaborative pop-up with Lady Gaga ([see story](#)) and an aesthetic collaboration with Roman jeweler Bulgari ([see story](#)).

The sparkling wine authority also collaborated with New York-based luxury hotel The Surrey to create a beautiful secret rose garden ([see story](#)).

If there is one factor that consumers can always freely associate with Champagne purveyor Dom Prignon, it is fun and strategic luxury partnerships.