

FOOD AND BEVERAGE

Perrier-Jout rallies support for sound environmental futures

October 23, 2023



The house is bringing attention to its efforts in regenerative agriculture while making a commitment to make a "more comprehensive contribution to the environment." Image credit: Perrier-Jout

By EMILY IRIS DEGN

Champagne brand Perrier-Jout is bringing attention to the interconnectedness of the planet's ecosystems, and the natural functions that drive the production of the company's products.

Out now, "Fill Your World With Wonder" dances with scenes of flowers and futuristic visions of a green future, the new campaign starring French actor and director Mlanie Laurent who takes a stand in supporting sustainable strides. As a well-known environmentalist and recently-appointed "Artisan of Change" for the house, she helps bring attention to Perrier-Jout's efforts in regenerative agriculture with the new excerpt.

"We are honored that Mlanie Laurent has agreed to unite with maison Perrier-Jout as an Artisan of Change," said Csar Giron, CEO of [Perrier-Jout](#), in a statement.

"She joins our community of artists, who help to illuminate societal shifts and point the way forward," Mr. Giron said. "Our responsibility is to do the very best we can today, with a view to tomorrow."

Bubbles and blooms

As a purveyor of agricultural derivatives, ESG efforts are vital to the spirits machine's fiscal success.

Perrier-Jout's latest delivery acknowledges that its grapes would suffer without a strong community of native creatures, encouraging the restoration of balance as the biodiversity crisis becomes more dire.

The maison is, thus, highlighting an essential part of the craft across a set of digital assets in what its marketers are calling a "joyful ode to nature."

Ms. Laurent explores desirable futures with Perrier-Jout

Based on the premise that cross-pollinators such as bees require flowers to survive -- the insects also need to be healthy in order to prevent the spreading of diseases between the species that are also taking advantage of floral arrangements -- the interdependence of all living bodies propels the campaign at hand forward.

In action, images of birds, butterflies and other critters engage whimsically with one another as humans, blooming plants and

Perrier-Jout beverages fill viewers' screens.

Flowers are not just a symbol of a balanced habitat but have served as the entity's own emblem since founding couple Pierre-Nicolas Perrier and Rose-Adlade Jout picked Chardonnay as their grape of choice.

The white variety grants wine a floral essence, which, in 1902, inspired Art Nouveau artist Emile Gall to decorate a Perrier-Jout magnum with the Japanese anemone motif that, to this day, graces the company's glass bottles.



An artistic imagining of a biosphere is brought to life in the campaign. Image credit: Perrier-Jout

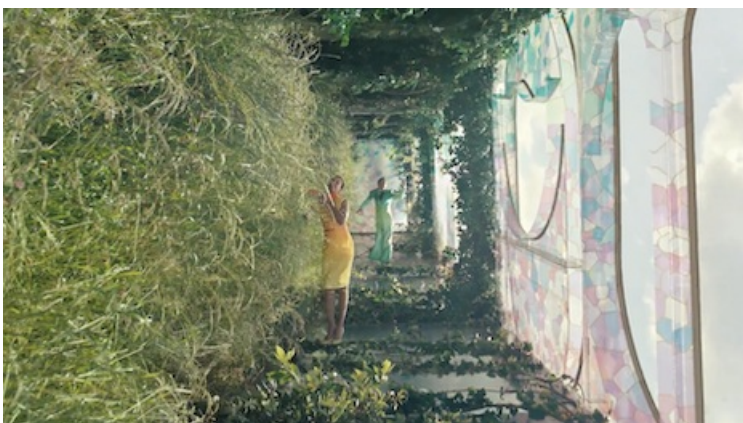
Through dreamlike sequences and imaginative touches, the campaign is further endowed with heritage by drawing on the same artistic movement that Mr. Gall was so involved with.

In branded visuals, Ms. Laurent lies in the grass and appears wonderstruck as she gazes at pollinators floating and fluttering from flower to flower.

Through sweeping camera angles, the world appears to turn and spin.

Flipping traditional eco-structures, the effect makes rooted plants are positioned where the sky would typically be, as bodies of water blossoming with life take their spot on the "ground."

As the Perrier-Jout ambassador moves through a lush paradise and other characters interact with nature around her, panning frames reveal that the cast exists within an iridescent structure made of flora-and-fauna-filled domes, a very tangible interpretation of a biosphere.



From Japanese director Show Yanagisawa, the film will be screened at an exclusive preview in Tokyo in October 2023. Image credit: Perrier-Jout

The set seems to be a futuristic mecca, the creative treatment contextualizing the maison in modernity, as today's consumers rally for luxury products that reflect their own values.

Perrier-Jout's campaign unites the aforementioned bits of brand history while keeping it contemporary, reflecting an affinity for the natural world.

As the humans move through the growing space, and pollination takes place around them, they eventually end up at a communal table in the middle of an open field.

With Perrier-Jout in the middle of the table, the party toasts, their Champagne glittering in the sunlight.



Ms. Laurent grants the slot further exposure with her environmentally-conscious following. Image credit: Perrier-Jout

In addition to the video, Perrier-Jout is working with Mexican designer Fernando Laposse to keep the messaging going.

The artist has created an installation inspired by natural environments that carry personal meaning, in which a world without speciesism is on display. The vision is supported by themes from Perrier-Jout's most recent short film with Ms. Laurent.

His work, like the new campaign, is anchored by the idea of interconnection and the power that flowers hold. According to the brand, Mr. Laposse's delivery will be previewed exclusively in a pop-up space in Tokyo through Oct. 29.

Perrier-Jout will then further activate on the public stage.



The artist's "Pollination Dance" installation reflects the values of both the maison and its customer base. Image credit: Perrier-Jout

Shortly thereafter, Mr. Laposse's piece will sit next to a 2008 Perrier-Jout Belle Epoque jeroboam at the Design Miami International Contemporary Art Show from Dec. 6 to Dec. 10, 2023.

The delivery continues a tradition of the brand commissioning like-minded talents annually since 2012, each of whom shares similar outlooks on nature ([see story](#)), tasking these representatives with reinterpreting its roots in the Art Nouveau movement for this century.



The installation mirrors the values demonstrated in the film, allowing consumers to engage with interconnection and sustainability through a new medium. Image credit: Perrier-Jout

Ahead of these showcases, two limited editions have been released in celebration, including the Blanc de Blancs and Perrier-Jout

Belle Epoque 2014, both inspired by the installation.

As a house that produces seasonally, Perrier-Jout happens to be in a category that remains particularly sensitive to changes in the climate.

Overall, the many elements of this marketing push are arguably necessary, launching as more and more peers in luxury begin to realize just how directly dependent the food and beverage sector is on a livable planet ([see story](#)).

Getting the green light

In the real world, as the starring Ms. Laurent steps into her position as an Artisan of Change, she brings with her practical approach, positive solutions that extend Perrier-Jout's decade-long biodiversity work history.

"I am delighted to be accompanying maison Perrier-Jout in conveying our shared vision of nature," said Ms. Laurent, in a statement.

"We have the same commitment and the same drive for change, while also aiming to transmit something truly positive to future generations," she said. "The aim of the film is to make us realise that, like the flower and all other plant and animal species, we are part of nature, not apart from it.



Ms. Laurent has garnered multiple awards for her environmental documentary work, making her a well-connected person to bring into the brand's fold. Image credit: Perrier-Jout

"This vision of the world can create the conditions for a desirable future."

Her involvement allows the brand to step over the hurdles that many in luxury are battling as they roll out green efforts in response to shifting buyer philosophies.

Based on a recent [study](#) by global brand equity Kantar ([see story](#)), going green is, at this point, more profitable than ever before.



Ms. Laurent is shown with the Japanese anemone flower, which on top of her new role with the brand, further ties the environmentalist to Perrier-Jout's core identity. Image credit: Perrier-Jout

The organization reports that in the last 10 years, customer endorsements of sustainability have risen by 84 percent. In fact, environmentalism contributes 45 percent to a positive perception of a brand.

However, many companies are not making their efforts well-known, despite the fact that 53 percent of Americans are committed to supporting those that "enact positive change specific to sustainability."



More than ever before, the research proves that customers will show up for sustainable brands. Image credit: Perrier-Jout

"In some respects, an organization communicating its sustainability credentials may be as important as the actual sustainability initiatives that brand is undertaking," said Carmen Bohoyo, executive lead of sustainable transformation at Kantar North America, in a statement.

"We have found that sustainability is an important lever to drive volume share and justify pricing."