

FOOD AND BEVERAGE

# Perrier-Jout debuts 3D-printed collaboration with Chanel's Atelier Montex

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*The brand worked with the workshop's specialists to encase 10 Belle poque 2008 vintages in "dragonfly wings." Image credit: Perrier-Jout*

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By LUXURY DAILY NEWS SERVICE

Champagne brand Perrier-Jout is joining forces with French embroidery house Atelier Montex.

The workshop, a member of French fashion house Chanel's Metiers d'Art, has helped adorn a limited selection of Belle poque vintage cuves. Placing couture touches onto the exterior of each, the full package was presented at a private event during Paris Fashion Week.

"Perrier-Jout Belle Epoque champagnes are a testament to the art of vintage rare and precious cuves, produced in limited quantities from the House's finest terroirs," said Sverine Frerson, cellar master at [Perrier-Jout](#), in a statement.

"It was fascinating to me to discover that the savoir-faire of Atelier Montex, with its precise and intricate assemblages of materials and techniques, has surprising similarities with the process of blending champagne."

## **Dragonflies and drinks**

The annual Perrier-Jout Objets Extraordinaires Collection combines the skills of artisans and Champagne-makers.

Its latest update applies detailing inspired by the art nouveau movement to a capsule of 10 special-edition Belle poque bottles.

Converted into three-liter jeroboams with bejeweled "dragonfly wings" created by Atelier Montex's specialists, the items, dubbed "Ode la Nature Libellule," were shown to a group of VIPs at the historic Htel Lutetia in Paris this month.



*Inspirations for the art piece include dragonflies, stained glass windows, Art Nouveau furniture and flowers. Image credit: Perrier-Jout*

In a transformed suite said to house the largest private French Art Nouveau collection in Europe ([see story](#)), Maison Belle Epoque, the estate of Perrier-Jout's founding family, lent Art Nouveau furniture, tableware and decor for the occasion clients enjoyed a tasting led by Mr. Frerson and appetizers made by three-star Michelin chef Pierre Gagnaire.

"Ode la Nature - Libellule" is seen on the Perrier-Jout Belle poque 2008 vintage, defined by light and fruity aromas, and a mineral finish. Those who manage to get their hands on one of just 10 bottles will receive two additional vintages, the Perrier-Jout Belle Epoque 1999 and the Perrier-Jout Belle poque 2012, over the next two years.

Galvanized with nickel, 3D-printed and plated with 24-carat gold, "Ode la Nature - Libellule" required a year of research and development. Using beads with colors reminiscent of the stained glass windows of Maison Belle Epoque, it took 75 hours to embroider.



*In Paris, clients and those involved with the creation of the artwork gathered. Image credit: Perrier-Jout*

"This exceptional project with Maison Perrier-Jout represented the first full-scale collaboration between Studio MTX and Atelier Montex, combining an ingeniously conceived structure with the timeless techniques of embroidery," said Aska Yamashita, artistic director at Atelier Montex, in a statement.

"For the first time in the history of Atelier Montex, embroidery has been directly applied to an object, creating a precious showcase for Maison Perrier-Jout's rare vintage champagnes," Ms. Yamashita said. "This project brought together innovation and traditional savoir-faire, as well as truly unique, bespoke materials."

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