

FOOD AND BEVERAGE

Perrier-Jout presents artistic pop-up inside Htel Lutetia

February 15, 2024



Open through Feb. 22, the exhibition space houses one-of-a-kind works that creatively integrate the maison's beverages and bottles. Image courtesy of Perrier-Jout

By LUXURY DAILY NEWS SERVICE

Champagne brand **Perrier-Jout** is hosting an experiential activation in Paris.

Located inside the five-star Htel Lutetia, a new pop-up brings the brand's bar and boutique, Belle poque Society, to the city for the first time. Open through Feb. 22, the space features the work of Mexican artist Fernando Laposse, serving as an exhibition for one-of-a-kind works that integrate the maison's beverages and bottles.

In bloom

A temporary Perrier-Jout setup inspired by the historic Belle poque Society sites at home in pernay, Champagne now graces the country's capital.

Similar to its bricks-and-mortar peers, heritage is at the heart of the metropolitan opening, which places house codes alongside artwork from renowned creatives.

Stationed throughout the Belle poque Society pop-up are bespoke gift boxes the artist created for the Perrier-Jout Belle poque Ros 2014 and Perrier-Jout Belle poque 2015, accompanied by two custom-made glasses and other special-edition releases from Perrier-Jout.

The artworks inhabit rooms with marble flooring and fixtures that feature pink tones, as colored glass reflective of the brand's floral motifs provides bursts of color. Mr. Laposse is also presenting an exclusive piece for the first time in France as part of the event.



The exclusive works are a part of Perrier-Jout permanent Objets Extraordinaires Collection. Image courtesy of Perrier-Jout

Titled "Fleeting Dance," the sculpture explores the theme of pollination and was inspired by Perrier-Jout's ties to nature, and sits next to a jeroboam of Perrier-Jout Belle poque 2008. Echoing the entirety of Mr. Laposse's contributions is a window installation showcasing a large, unfurling flower, designed by the Paris-based studio Debeaulieu.

Launched on Feb. 8, those wanting to catch the showcase before it wraps next week can visit during the next few days from 11 a.m. to 6 p.m. daily.

Last month, the maison worked with a member of French fashion house Chanel's Metiers d'Art network to uplift a limited selection of Belle poque vintage cuves with 3D printed packaging attached ([see story](#)).

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