

FOOD AND BEVERAGE

Dom Prignon, Takashi Murakami release limited-edition bottles

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The artist starred in the brand's cultural icons campaign in May. Image courtesy of Dom Prignon

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Dom Prignon** is continuing to partner with leading cultural figures.

The maison has introduced two new designs in collaboration with Japanese visual artist Takashi Murakami: the Dom Prignon x Takashi Murakami Vintage 2015 and Ros Vintage 2010. The limited-edition bottles are now available for purchase globally, and the brand will celebrate the launch with a cocktail event in Tokyo on Oct. 9.

"Through my collaboration with Dom Prignon, I wanted to express a form of time travel," said Mr. Murakami, in a statement.

"My goal is to remain relevant in 100 or 200 years and to transcend time," Mr. Murakami said. "When the label has aged, and I am gone, and my children are gone, I hope that people of the future, when they see it, will reimagine 2025 in their own minds."

Collectible works of art

As both Dom Prignon and Mr. Murakami look to earthly landscapes for inspiration, the designs featured on the two bottles offer a dynamic reinterpretation of nature with kawaii motifs in vibrant hues.



The blooms on the bottle evoke a saturated, floral landscape that pays homage to nature. Image courtesy of Dom Prignon

Both bottles and coffrets feature Mr. Murakami's signature smiling flower, which flips the brand's iconic shield and vineyard motif.

The illustrations transform the labels into a floral playground while the coffrets frame the emblem with bright, blooming patterns.

The collaboration follows in the wake of the artist's role in the "Eternal Creators" campaign ([see story](#)). Mr. Murakami starred in the campaign alongside six other creatives and artists, including American actress and director Zo Kravitz, Irish chef Clare Smyth, British actress Tilda Swinton, Swedish choreographer Alexander Ekman, American musician and director Anderson .Paak, and American rockstar Iggy Pop.

In January, Dom Prignon tapped Copenhagen-born, Stockholm-based artist Mathias Bengtsson for a limited-edition collection of 60 Champagne bottles with sculptural additions ([see story](#)).

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