

EVENTS/CAUSES

Dom Pérignon bolsters awareness through Las Vegas wedding packages

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Capitalizing on the lucrative Las Vegas wedding industry, Champagne brand Dom Pérignon is hosting two limited-edition wedding packages centered on the 12/12/12 date.

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Dom Pérignon is partnering with Back Bar USA to offer two exclusive packages to couples getting ready to marry in Las Vegas on Dec. 12 of this year. The brands are also partnering with Caesars Palace in Las Vegas to offer the ultimate luxury.

“The strategy for this unique wedding package is to benefit from a demand in the wedding marketplace by creating a once-in-a-lifetime experience for people looking to get married, renew vows or participate in a commitment ceremony on a day that will not come around again in our lifetime,” said Tim Haughinberry, owner of **Back Bar USA**, Las Vegas.

Lucky break

The 12/12/12/ date is symbolic in Chinese numerology. The “one” is considered a yang number while “two” is considered yin and combining the two can bring balance.



Wedding site

The two limited-time packages are only available for 24 hours.

The Dom Pérignon Vintage Package is \$3,750. It includes one-night suite accommodations at Caesars, a Dom Pérignon gift basket, transportation to the courthouse, a private bridal prep lounge in the ballroom, a bouquet for the bride and maid of honor, a groom boutonniere and access to the 12/12/12 Dom Pérignon lounge for the bridal party and guests.

Couples also get a private wedding chapel at Caesars, traditional recorded music, a video of the ceremony, a photo of the exclusive 12/12/12 photo-op location, an engraved photo frame, a Web cast of the ceremony, an officiant to perform the ceremony and a Dom Pérignon Champagne toast with limited-edition logo crystal flutes.

There is also another package – the \$1,212,120 wedding which includes a celebrity event planner.

Some amenities include a private jet to and from Las Vegas, free-flowing Dom Pérignon throughout the stay, three nights at Caesars, dinner at Restaurant Guy Savoy, VIP access to Pure Nightclub, brand-name watches for the bride and groom and wedding party gifts.

The ceremony and reception will be held at the Cleveland Clinic Lou Ruvo Center for Brain Health with dinner and cake designed by a celebrity chef. Also, a portion of the proceeds will benefit the clinic.

Back Bar is looking to market this through public relations, traffic to its site at

<http://www.121212weddingslasvegas.com> and advertising on wedding and lifestyle Web sites such as TheKnot.com and WeddingWire.com.

Get in the spirit

Other luxury marketers are using weddings to bolster their appeal.

For example, the Wedding Suite at Nordstrom is looking to engage brides-to-be by partnering with Lover.ly, a new search engine-esque platform that links back to the department store chain's ecommerce site ([see story](#)).

Also, Van Cleef & Arpels is using a new mobile application to push its bridal collections and offers an option to share products via social media and email ([see story](#)).

In addition, Oscar de la Renta live-pinned its bridal show on Pinterest in an attempt to engage with affluent brides who often create wedding-themed pinboards on the social network.

“By being a part of history and partnering with an iconic brand like Caesars Palace, this will not only reinforce the luxury wedding platform Dom Pérignon currently enjoys, but will also introduce a new limited-edition package to the marketplace,” Mr. Haughinberry said.

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