

INTERNET

Dom Pérignon reinvents image for younger consumers via Jeff Koons collaboration

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By JEN KING

Champagne brand Dom Pérignon is using its new Instagram page to show off its collaborative project with artist Jeff Koons as a way to reinvent itself and appeal to younger consumers.

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The limited-edition Balloon Venus bottle and gift box was unveiled at a brand event during New York Fashion Week after a two-year collaboration. Collaborations with contemporary artists can reposition a brand's image to appeal to younger consumers while the limited availability of the product line will still draw brand loyalists.

"There's an interesting synergy that exists between the exclusivity of Dom Pérignon and the art of Jeff Koons," said Dave Rodgeron, a Toronto-based, retail analyst and consultant.

"The Champagne has long been recognized as one of the most exclusive brands available, he said.

"Koons, in turn, is one of the world's most sought-after artists whose pieces have been sold for prices in the range of \$25 million to \$35 million."

Mr. Rodgerson is not affiliated with Dom Pérignon, but agreed to comment as an industry expert.

Dom Pérignon was unable to comment before press deadline.

Not your average balloon animal

Mr. Koons' Balloon Venus, inspired by a paleolithic fertility figurine, is part of his larger Antiquity series that he began in 2008.

In collaboration with Dom Pérignon, Mr. Koons created a smaller version of his hot pink chrome sculpture to hold a bottle of Dom Pérignon Rosé 2003. Similar to its muse, the Balloon Venus acts as a protector of the bottle of rosé inside.



Jeff Koons' original Balloon Venus

With only 650 created, the Balloon Venus for Dom Pérignon bottle case can be purchased for \$20,000 and can be reserved through the brand's **Web site**.



Mr. Koons with Balloon Venus bottle holder

The Balloon Venus sculpture's image is also used for two limited-edition Dom Pérignon bottles and gift boxes.

Mr. Koons updated the labels of the Champagne brand's 2004 vintage and its 2003 rosé by including pink and gold chrome lettering in the labels.

The limited-edition gift boxes feature the Balloon Venus for Dom Pérignon in hot pink chrome for the rosé bottle and gold chrome for blanc Champagne. Mr. Koons' signature appears below.

On the gift box, consumers can see the reflection of Mr. Koons' art studio giving a glimpse into his creative process.



Bottles with gift boxes

Dom Pérignon has been steadily promoting the collaboration and limited-edition collaboration through its social media pages.

On Facebook, daily posts convey the collaboration and promote the limited edition bottle and gift box. Mr. Koons' whimsical style is likely to attract younger consumers who may be unfamiliar with Dom Pérignon's Champagnes.

Dom Pérignon's newly created Instagram feed is comprised of only photographs relating to the Balloon Venus collaboration.

To continue the conversation brand enthusiasts are encouraged to use the hashtag #DPxJK. The Instagram feed features photos of the bottles, gift boxes, Mr. Koons' Balloon Venus bottle holder and others.



Dom Pérignon's Instagram

Art partners

Brands who partner with artists are able to bridge gaps in generations and culture by appealing to a wider audience but without diminishing brand DNA.

For example, French label Christian Dior is partnering with the Museum of Contemporary Art in Shanghai, China, in an exhibit titled “Esprit Dior” to display brand history in relation to art, fashion, society and culture.

The Esprit Dior exhibit, running Sept. 13–Nov. 10, explores the haute couture fashions created by Dior throughout its history alongside contemporary works of art by Chinese artists. Showing the connection between cultures allows a brand to engage consumers that may be unfamiliar with the brand ([see story](#)).

Additionally, Four Seasons Hotel Mumbai is attracting art collectors and enthusiasts with special Art Week events and an auction dedicated to the work of Indian artist Francis Newton Souza.

The “Francis Newton Souza: Works from the Collection of Keren Souza Kohn” will be

hosted in conjunction with the auction house Saffronart and features more than 100 lots. Helping to illuminate India's art scene with a breakthrough auction will likely earn the respect of Indian consumers and pique the interest of cosmopolitan travelers ([see story](#)).

In some cases, the brand's collaborative partner can help elevate product demand.

"Now, people who have followed [Mr. Koons'] work can have a bottle of Dom Pérignon in a gift box fashioned after his original work Balloon Venus for a mere \$20,000," Mr. Rodgerson said.

"The collaboration was two years in the making and will definitely serve to make Dom Pérignon even more exclusive than it has been perceived to date."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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