



MAISON PERRIER-JOUËT CELEBRATES THE REOPENING OF ITS HISTORIC HOME

Maison Perrier-Jouët last night celebrated the reopening of its historic family home, the Maison Belle Epoque in Epernay. After painstaking two-year renovation, the elegant mansion opened its doors to 150 guests – friends of the House, international media, and celebrities including supermodel Karolina Kurkova, who feels a special affinity with the refined art de vivre of Maison Perrier-Jouët.

Home to successive generations of the founding family, the Maison Belle Epoque is today the living symbol, not only of Maison Perrier-Jouët's 200-year heritage, but also of its enduring philosophy and unique vision of champagne. A celebration of savoir-faire and savoir-vivre, it will receive privileged guests of the House in exceptional surroundings, offering them an intimate insight into its traditions, craftsmanship, and twin inspirations of art and nature.

On their arrival in Epernay, guests were welcomed into the Maison Belle Epoque and were able to admire its beautifully redecorated rooms, which house the largest private collection of French Art Nouveau in Europe, while a pianist performed an original medley of modern and period tunes. Moving on into the garden, they discovered a bespoke marquee, in the style of a turn-of-the-century glass pavilion, offering refined cuisine, vibrant entertainment and, of course, a selection of Perrier-Jouët champagnes.

In the house, hosts dressed in a mixture of Belle Epoque and contemporary costumes evoked the ambiance of a family home. In the garden, meanwhile, a state-of-the-art digital animation offered a virtual tour of the Maison Belle Epoque and its art collection.

Guests were served an array of innovative dishes created by Michelin-starred chef Akrame – one of Paris' hottest culinary talents – to accompany the vivacious new Perrier-Jouët Blanc de Blancs and legendary Perrier-Jouët Belle Epoque cuvées. Among the deliciously inventive food pairings were tomato carpaccio, lobster hotdog, bream tartare and roasted pineapple, offering a resolutely modern vision of French art de vivre.



The celebrations culminated in a live set by DJs Polo & Pan – a fitting way to end a magical evening where art and nature, heritage and modernity combined harmoniously to reflect the ethos of Maison Perrier-Jouët.

ABOUT MAISON PERRIER-JOUËT

Maison Perrier-Jouët is an iconic champagne house with an exceptional vineyard.

It is known for the finesse and elegant floral style of its wines, fashioned by the expertise of only seven Cellar Masters since its foundation in 1811.

Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé,

creator of the anemone design for its Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero and Simon Heijdens, and more recently Tord Boontje, Vik Muniz, mischer'traxler and Ritsue Mishima.

ABOUT AKRAME BENALLAL

Born in France, Akrame Benallal spent the first 13 years of his life in Algeria – an experience that has contributed a hint of the Mediterranean to his highly inventive style of cookery.

After studying with such master chefs as Ferran Adria and Pierre Gagnaire, he was awarded his first Michelin star in 2012. His gastronomic restaurants in Paris and Hong Kong are accompanied by bistros in Paris, Hong Kong, Manila and Baku.

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