

Maison Lanson unveils its new campaign: It's All About Love




IT'S ALL ABOUT LOVE

To celebrate 2020, which coincides with Maison Lanson's 260th anniversary, the team re-launched its branding by emphasizing Maison's core values

Maison Lanson has launched its new branding and advertising campaign with the emotive slogan: *It's All About Love*.

To celebrate 2020, which coincides with Maison Lanson's 260th anniversary, the team re-launched its branding by emphasizing Maison's core values: openness, kindness, humility, authenticity, elegance – and above all else, the quality of its wines.

The new campaign centers on a sustainable love – love for the soil, for the terroir and a job well done. It's all about the gift of sharing, being together and making people happy.

A strong visual that just says it all: the campaign features hands delicately carrying a bottle of Lanson Black Label Brut, the House's flagship vintage – hands that cradle, hands that bestow, strong hands that carry with them gentleness.

In the world of Champagne, hands often express the hands-on labor that goes into the making of each bottle. Here, they become protective and enveloping, generous and deeply human. It is Hervé Dantan, Winemaker of Maison Lanson, whose hands carry the bottle.

With this campaign, Maison Lanson fully expresses the notion of sharing that is held so dear, the attention paid to others, the sincerity of a long-lasting relationship and as a watermark, the

authenticity that is the essence of the Maison.

This international initiative will be bolstered by other stories and Champagnes from the Maison, from the hands of winegrowers and great chefs from the complex world of gastronomy; men and women who help bring Lanson Champagnes to life all over the world.