

Perrier-Jouët takes nature to a luxury level in pop-up debut

By **Mary Jane Pittilla** on May, 22 2019 | Spirits & Tobacco



Perrier-Jouët Champagne's HyperNature universe at Paris Charles de Gaulle Airport was created by artist Bethan Laura Wood

Pernod Ricard Global Travel Retail is hosting the first Perrier-Jouët HyperNature pop-up in Paris Charles de Gaulle Airport.

Launching in partnership with Lagardère throughout May and June, the Champagne brand's pop-up is themed in keeping with the Perrier-Jouët HyperNature universe, a look created by British artist Bethan Laura Wood.

The store centers on a specially designed tree, featuring curves, petals and colors inspired by the artist's journey to the Champagne region of France.

Deepa MD, Global Brand Director Cognac & Champagne, Pernod Ricard Global Travel Retail, said: “We are excited to be working with Bethan on this new in-airport activity and cannot wait to bring the HyperNature concept to life.”

The Perrier-Jouët HyperNature pop-up will give consumers the opportunity to try a complimentary tasting of Perrier-Jouët Grand Brut Champagne. Travelers will be able to sample the Perrier-Jouët Belle Epoque Champagne with each purchase of the sku.

Consumers will also be able to enter a competition to win one of two pairs of earrings, crafted by a jewelry designer in London.

Travelers can immerse themselves in HyperNature by taking part in a photo experience, where staff will take Polaroid pictures of them with the HyperNature tree. When they receive the Polaroid, they can enter the competition.

An offering from luxury delicatessen Fauchon will allow visitors to try vanilla and pistachio flavored macarons, hand-picked to complement the notes in Perrier-Jouët Grand Brut and Belle Epoque.

Speaking about the pop-up, Pernod Ricard Global Travel Retail EMEA & Pacific General Manager Antonio Duva said: “We are incredibly excited to partner with Lagardère on this venture and to bring the HyperNature concept to the travel retail channel for the first time.”

Philippe Lanusse, Senior Buyer for liquor, Lagardère, said: “It is an honor to be supporting the Perrier-Jouët HyperNature pop-up in Charles de Gaulle Airport and helping to bring a touch of added luxury to travel retail.”

The pop-up also marks the launch of the new and distinctively shaped Perrier-Jouët Blason Rose bottle in Charles de Gaulle Airport. Inspired by the house’s historic Blason De France Cuvée, boasting an elegant slender shape that highlights the heritage of Perrier-Jouët, the new design evokes the traditional form predominant in Champagne before the modern bottle began to replace it in the mid-19th century.

The Champagne experience at Charles de Gaulle Airport offers 12 products, including standard 750ml, 1.5L and 3L bottles and twin packs that come with a complimentary gift box.

Renowned for its floral Champagnes, Perrier-Jouët’s spirit has been influenced by its founders’ love of nature and art.

In addition to an exclusive launch event for key business travelers, Perrier-Jouët will also be hosting a string of week-long events in Paris during Paris Men’s Fashion Week (June 17-23 2019), including private parties, dinners and lunches as well as Champagne masterclasses with Hervé Deschamps, the seventh Perrier- Jouët Cellar Master.