

Dom Pérignon

X K. B. n. t.



GENESIS

INSPIRATION IS POWER.

Inspiration figures at the very heart of Dom Pérignon, spurring the perpetual reinvention of its Vintages, connecting with the aura of Dom Pérignon's heritage.

REAL POWER IS THE CAPACITY TO INSPIRE OTHERS.

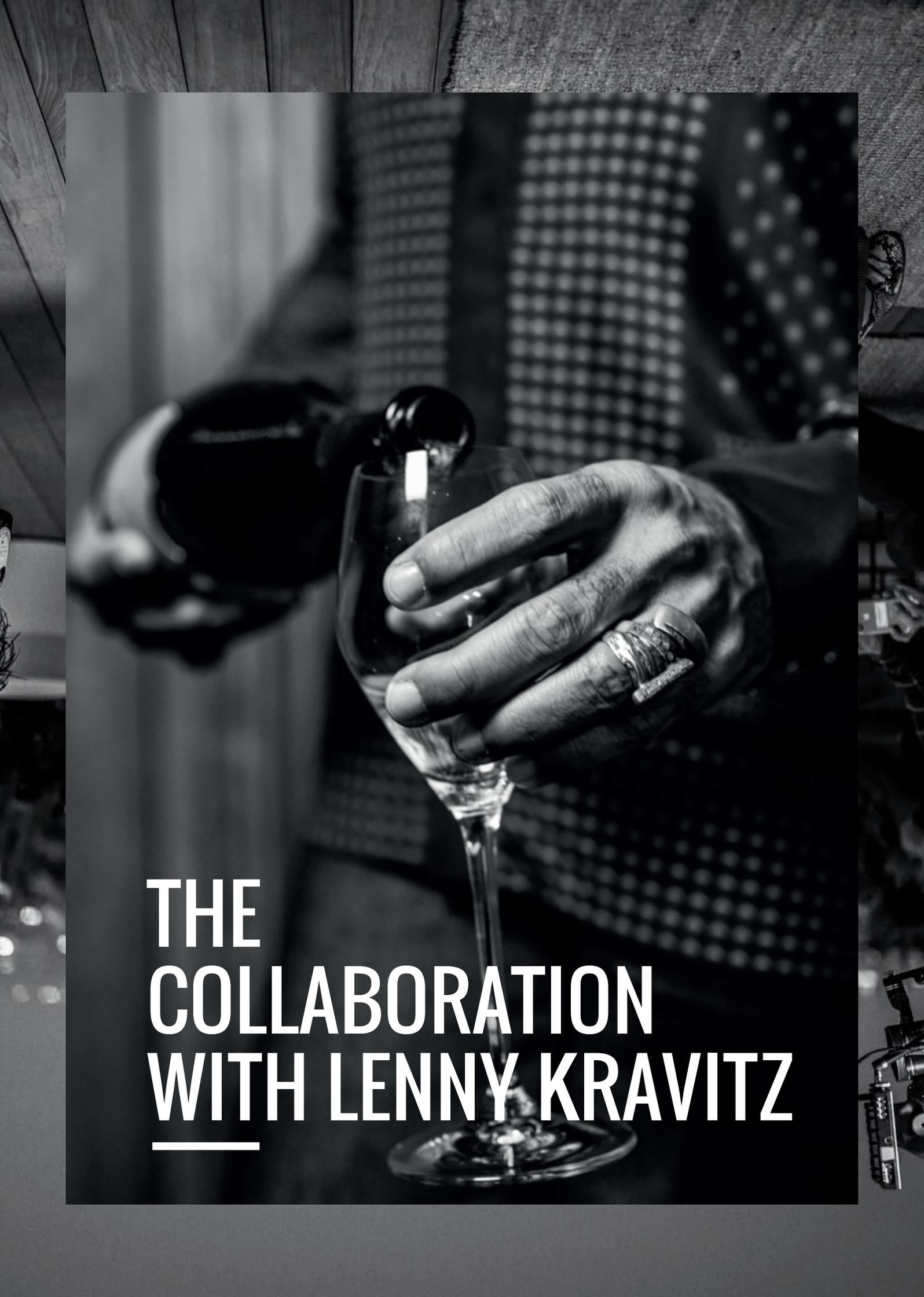
The real Power of Inspiration is the capacity to inspire others, to inspire the world.

Inspired people are relentlessly creative, constantly pushing limits and reinventing themselves. They defy classification. They explore. They sense the future. They influence. They are followed. And they unite.

INSPIRING, BE INSPIRED.

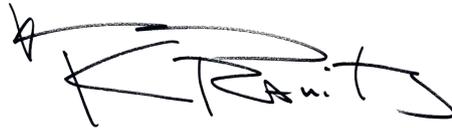
Over the years, Dom Pérignon has explored affinities with creative talents who inspire the world, who enrich our universe and our vision. This new collaboration between Dom Pérignon and Lenny Kravitz is all about inspiring, and being inspired.





**THE
COLLABORATION
WITH LENNY KRAVITZ**

"My experience with Dom Pérignon has been over the last 10, 11 years or so, and it has taught me so much and inspired me so much. I came in knowing nothing, and I have learned so much, and I have been so inspired by the different people that I am around."

A handwritten signature in black ink that reads "Lenny Kravitz". The signature is stylized and fluid, with the first name "Lenny" written in a larger, more prominent script than the last name "Kravitz".

Lenny Kravitz has a long relationship with Dom Pérignon. A true connoisseur of the Vintages, he wanted to learn more about the people who make Dom Pérignon, about the savoir-faire and terroir.

This is the story of a memorable convergence of creativity that began in Hautvillers, a place central to Dom Pérignon's inspiration. It is a story of audacity and passion. A friend of Chef de Cave Richard Geoffroy, Lenny Kravitz was initiated into the universe of Dom Pérignon, becoming an avowed believer. Following previous memorable creative exchanges, this collaboration with the Maison is above all a story of authentic friendship and mutual respect.

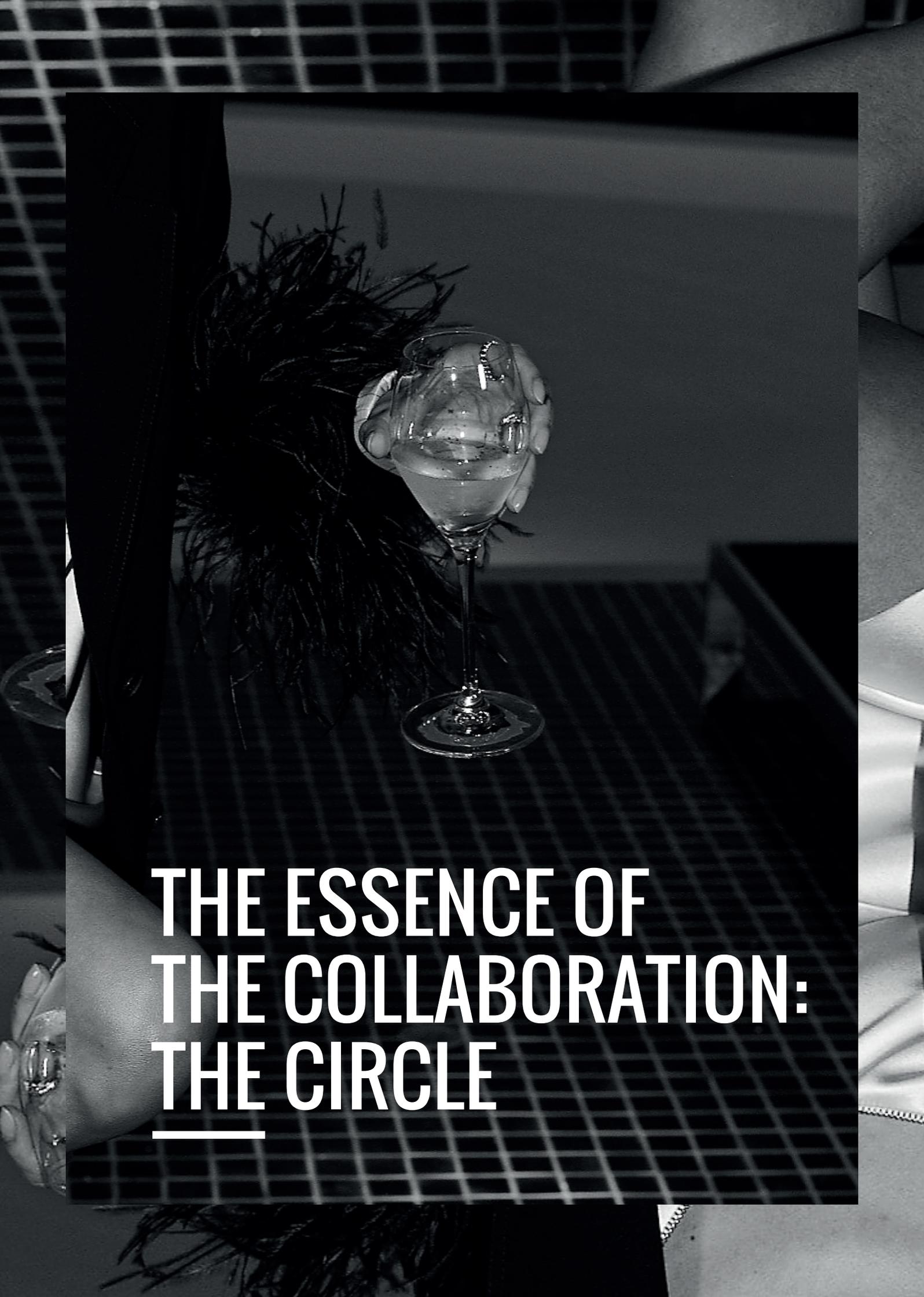
LENNY KRAVITZ, CONTEMPORARY ICON

Singer and musician Lenny Kravitz is an artist who transcends the frontiers of disciplines, cultures and generations, whether in music, photography, design or cinema. A tireless creator on a quest for continual reinvention, he composes

the sound of an era and captures the images and attitudes of tomorrow. His love for creativity that is at the same time visionary, humanist and unbridled by convention is what anchors this collaboration, informed by the artist's sincere affinity with Dom Pérignon.

This collaboration is materialized in a project that springs from Lenny Kravitz's lifestyle and attitude, accompanied by a story of artistic creation. The first expression will be a series of photographs by the artist to be featured in an advertising campaign across three continents, along with an international exhibition.

Lenny Kravitz has been given complete creative freedom, a sign of Dom Pérignon's respect for the artist. He will continue his role as creative director in 2019 with the creation of a limited edition.



**THE ESSENCE OF
THE COLLABORATION:
THE CIRCLE**

“When I think about Dom Pérignon, it is all about bringing people together. It is all about communication so that you can then have inspiration and be inspired to do something. You do not need an occasion. Life is the occasion.”

A handwritten signature in black ink that reads "Lenny Kravitz". The signature is stylized and fluid, with a long horizontal line above the name.

With Lenny Kravitz, the Power of Inspiration is like a magnet, drawing exceptional people to him. In this he reconnects with a culture where talented people come together, eliminating borders between generations and disciplines, welcoming flamboyance and transgression.

The artistic project he has initiated revives the concept of a circle of exceptional people who come together for the joy of being with one another, a group where ideas take shape, and where images of fun and celebration define the moment. This project resonates with the art salons and artist studios that for centuries nurtured the spirit and savoir-faire behind game-changing creations.

Lenny Kravitz and Dom Pérignon create encounters by bringing singular personalities together. They have the power to unite, to create a unique blend that combines different people, worlds, disciplines and generations, providing opportunities to share, create, elevate and shine. Ideas bounce off one another, visions clash and inspiration is released. Lenny Kravitz has brought together people from this world. His guests are timeless talents, contemporary geniuses and influencers, personalities from cinema, fashion, dance and sports.

Zoë Kravitz is a captivating sensation. Like her father, Lenny Kravitz, she is a multi-talented artist, both a singer and actress. During the shoot, she imparts a spirit that draws everyone in her direction. She brings together youthful, conquering talents in her circle, avant-garde trendsetters in fashion, music and cinema.

Susan Sarandon, a woman, and a woman of extraordinary compassion. The Oscar-winning actress has inhabited roles that have become touchstones for every generation. As an activist and UN ambassador, she lends her voice to just causes, leveraging her celebrity to change the world.

Her laugh and radiance make her a magnetic presence during the shoot.

Abbey Lee is an ethereal beauty with a truly contemporary essence. A fashion model, she successfully conquered the world of cinema with her distinctive sense of performance, welcoming complex, powerful roles.

She joins Zoë Kravitz's circle during this shoot, her intense sense of friendship and festive elegance radiating through the group.

Harvey Keitel embodies the legend of cinema. His roles in films by both renowned directors and international indie auteurs all express an intense charisma, marked by the unmistakable impact of his voice. He can become any character, totally inhabited, memorably iconic. He is a genius at tapping into the talent of others, sharing and bringing their vision to life.

He is the gaze that never wavers, a natural authority and a leader.

Benjamin Millepied personifies the contemporary spirit of dance. An artist whose work is performed on stages around the world, he has also branched out to movie choreography, most notably *Black Swan*. Having held tenure as the Dance Director of the Paris Opera, he currently focuses his time at the L.A. Dance Project, which he founded in 2012.

He is absolutely transcendent during the shoot.

Alexander Wang, fashion prodigy. An adored designer, he dresses stars with his chic, urban and sexy clothes that exude an exquisitely controlled nonchalance.

He gracefully brings his irresistible spirit to the festivities.

Hidetoshi Nakata is a football legend with the influence of one of the great players of all time, heightened by his impact as a remarkable philanthropist. Following his passion, he uses his talent as the cornerstone of his commitments. Faithful to ideas that reach beyond sports, his victories on the field are now joined by victories of the heart.

He is the icon and competitor, an ambassador of Japanese tradition: the truly amazing man.



Lenny is at home in Los Angeles, in a villa he designed. This is where he invited his circle and captured the alchemy. He keenly observed unexpected exchanges and the sheer joy of this unique gathering of talent, recording these unique moments for posterity.



**THE OUTCOME
OF THE
COLLABORATION**

THE ADVERTISING CAMPAIGN

“Dom Pérignon is very close to my heart and this is very personal for me. Dom Pérignon and I agree on one thing: no inspiration is more powerful than love. And when you’re in love, you want to tell the world. And share it.”



What do we really know about everything that happened in the salons and had such lasting impact on both artists and society at the time?

The Power of Inspiration of these salons is found first and foremost in their creations. Discovering the works is like opening the door to join their circle of artists and becoming part of the process. Here, it is as a photographer that Lenny Kravitz plays his role in connecting people as he documents the moment. His lens crystallizes an imaginary elsewhere, a night that never ends where he finds limitless inspiration, just like The Factory and Studio 54

in the hearts of New York artists. Both creative director and photographer for this project, Lenny Kravitz is joined by Mathieu Bitton, a photographer and filmmaker who has shot a film retracing the inspiration that springs from these meetings initiated by Lenny Kravitz and Dom Pérignon.

The photos and the film will be featured in an international advertising campaign that will debut in October 2018 and run primarily in the United States, the United Kingdom, Italy, and Japan in both online and print media.

THE FILM SCRIPT

If you think this is just a party, then you are mistaken.
If you think this is just a place, then you are misinformed.
Because this isn't just a place. It's the place where it happens.

Whatever 'IT' is.

In places like this, a guest list becomes a list of ingredients
for making an unforeseen inspiring human blend.
A volatile assemblage of individuals who have a connection,
an attraction, and a common spark ready to ignite.

In places like this, we bring together the blindingly famous
and the proudly obscure. The shamelessly original
and the quiet genius, the crazy smart, and the smart crazy.

Behold,
all of these live wires: high voltage souls, high wattage minds,
eager to be connected, eager to meet, eager to collide
and to inspire one another.

In places like this, notions clash and ideas flash,
and inspiration is so alive, you can practically touch it,
taste it.

Dom Pérignon



THE EXHIBITION

*"We are toasting to the past, present and future.
We are carrying on a legacy."*



The photographs from the Dom Pérignon x Lenny Kravitz collaboration will be extensively shared through a series of exhibitions around the world, enabling the public to identify with the spirit of this instant captured by Lenny Kravitz.

These immersive experiences reconstitute moments that reveal singular images of this private circle where creativity happens.

This invitation to discover the spark triggered by these meetings of icons and to perceive their timeless spirit and influence will be offered for over a year at emblematic venues. Lenny Kravitz's salon opens to reveal the heady spirit of creativity that marks his times.

Dom Pérignon has asked Renaud Sabari from the Arter agency to produce these exhibitions and their vernissages, full-fledged happenings nourished by the Power of Inspiration and collaboration.

The inaugural exhibition will kick off in September 2018 with a very special evening in New York, attended by the members of the circle.

The works will then travel the world in 2019, recreating the same immersive approach.



**LENNY KRAVITZ
X DOM PÉRIGNON**

The Dom Pérignon x Lenny Kravitz collaboration expresses their respective taste for audacity in everything they do, the aura of two powers of inspiration united, the resonance of a myth in the process of being written in the most contemporary format.

The emotion sparked by these images elevates them from the murmur of intimate circles to a powerful shared cultural experience. This intimate look at creativity in progress shares the unforgettable experience of circles where remarkable talents think, create and celebrate.

BIENVENUE CHEZ LENNY KRAVITZ

Dom Pérignon