

Hôtel Plaza Athénée

Paris

Dorchester *Collection*

Press Release

October 2018

None of the world's most exclusive Dom Pérignon cellar is coming into the elegant bar of the Hôtel Plaza Athénée



The illustrious Parisian hotel will be featuring an exclusive collection of truly exceptional Dom Pérignon white and rosé champagne, including Vintage, P2, P3 and Magnum, Jeroboam, Mathusalem.

The remarkable wine cellar designed by Nicolas Francart makes the exquisite selection more accessible to guests by placing it in the very heart of the hotel, as if it was an artistic installation, inviting connoisseurs and amateurs alike to admire the elegant bottles as they age. This trailblazing expert put his talents to work for the most extraordinary Dom Pérignon vintages and created a glass display case which he nestled into the dreamlike décor of the Plaza Athénée's elegant bar.

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel-Air, Los Angeles | Dubai (opening 2020)

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For just 36 months, starting in October 2018, this legendary Parisian bar will welcome loyal customers and epicureans from around the world in search of the ultimate emotions to enjoy some of the finest Dom Pérignon Vintages, P2 (Second “Plénitude”, 16 years of elaboration) and P3 (Third “Plénitude”, more than 25 years of elaboration) champagnes at their leisure. This unique selection, which cannot be found anywhere else in the world, can be savoured onsite or added to a fine wine collector’s private cellar.



Rendez-vous at the Plaza Athénée’s fabulous Bar to discover the epitome of luxury unveiled in all its subtlety. Delight in the magic that time weaves into Dom Pérignon champagne’s incomparable “Plénitudes”, each with its own distinct personality. During the different stages of ageing, called “Plénitudes”, the wine’s intensity is magnified and Dom Pérignon opens a brief window of opportunity for the wine to explore new territories of expression for the magic to enchant all the senses. The temptation of this ultimate wine tasting experience will be as irresistible as the premium vintages available at the Dom Pérignon cellars.

Dom Pérignon vintages featured in the Dom Pérignon cellar at the Plaza Athénée’s stunning Bar:

-Dom Pérignon Vintage, which is considered to be the harmony “Plénitude”: 2003, 2004, 2005, 2006, 2008, 2009

-Dom Pérignon P2, the Second “Plénitude”, which is considered to be the most energetic: 1995, 1996, 1998, 2000

-Dom Pérignon P3, the Third “Plénitude”, which is considered to be the most complex: 1966, 1983



This selection of Dom Pérignon vintages is going to change in the future.

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About the Bar at the Hotel Plaza Athénée in Paris:

Redesigned in 2014 by Patrick Jouin and Sanjit Manku, Bar at the Plaza Athénée symbolises both the hotel's innovative spirit –defined as “once upon a time, the palace of tomorrow”– and its *haute couture* positioning. The dreamlike decor instantly immerses guests into a distinct atmosphere. The space is presented under an infinitely deep blue, night sky-like, casual installation of irregular fabric waves that hide the ceiling. The seemingly immaterial bar is a single, giant block of transparent resin which literally floats within the space. The furniture offers refined lines with top-stitched leather inspired by the world's most elegant cars. Here, Patrick Jouin and Sanjit Manku have orchestrated a stunning venue, where the depth of the colours –blues and browns– plunge everyone into a timeless, surreal mood. It's the ideal setting for anyone to give into the temptation of the ultimate wine tasting experience, steeped in an intimate atmosphere.

About Nicolas Francart:

A passionate lover of fine wines and splendid cuisine, the creative Nicolas Francart launched his own business, Degré 12, and designed his first wine cellar in 1995. Over the years, he has transformed the way fine wines are stored and presented. As a result of his efforts, Degré 12 has converted the traditional wine cellar into an inviting encounter where design, luxury and refinement come together to create unforgettable moments. Nicolas Francart's constant drive to innovate also led him to develop new concepts for wine cellar layouts and preserving fine wines which are fully in synch with the times. As the artist himself puts it, “We don't just display fine wines; we also showcase the wine cellar... We create a special ‘Wine Space’”. And the design of this space is just the tip of the iceberg because each time he undertakes a project, it's a huge technological feat as well. We must invisibly integrate all the technical solutions for regulating the temperature, humidity and lighting whilst integrating the wine cellar into the living space.

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Note to the Editors:

Dorchester Collection

Dorchester Collection features some of the world's greatest hotels located in Europe and the United States. Drawing on its unparalleled experience and skill in acquiring and managing outstanding hotels, Dorchester Collection aims to develop an impeccable hotel portfolio. The goal is to put together a group of the world's greatest hotels by acquiring its properties directly, managing hotels, whether they have been acquired partially or outright, or by running them under a management contract.