# Dom Pérignon’s Creation campaign reinvents luxury champagne through artistic celebrity collaborations



In an era where brands increasingly turn to the allure of celebrity, Dom Pérignon is once again stepping into the limelight with its latest initiative. The luxury champagne house is launching a campaign called 'Creation', featuring an array of renowned figures from various artistic fields, including actors Zoë Kravitz and Tilda Swinton, musician Anderson Paak, and artist Takashi Murakami. This move illuminates the brand's understanding of the potent synergy between celebrity culture and luxury branding, a lesson learned from its history with other notable brands such as Armand de Brignac.

The roots of this strategy can be traced back to a pivotal moment in 2006, when a Cristal executive publicly disavowed associations with hip-hop artists. This disdain was met with backlash from several prominent rappers, most famously Jay-Z, who subsequently boycotted the brand while elevating Armand de Brignac to cult status. By 2021, Jay-Z had sold his stake in Armand de Brignac for approximately $315 million to drinks giant LVMH, the parent company that also oversees Dom Pérignon. The saga illustrates how celebrity endorsement can reshape brand narratives and fortunes, prompting luxury brands to harness both current and iconic figures to cultivate exclusivity and desirability.

Dom Pérignon’s 'Creation' campaign is visually striking, featuring portraits captured by photographer Collier Schorr. Each participant holds a bottle of Dom Pérignon’s 2015 Vintage, and shares a personal reflection on creativity. Anderson Paak commented, “Creation is never over, is never done,” while Tilda Swinton described it as “a leap of faith.” This exercise in celebrity alignment serves not only to market the product but also frames the champagne as part of a broader discourse on creativity and artistic expression.

The campaign coincides with further planned activities, including an immersive exhibition in London, described as a physical exploration of "past, present, and future" in relation to the brand. This event will offer a multi-sensory experience that juxtaposes the notions of time with the exclusivity of Dom Pérignon's vintages, particularly the 2015 edition. The celebration of scarcity and tradition in the exhibition reflects a commitment to the intersection of luxurious indulgence and the timelessness of art.

Historically, Dom Pérignon has forged its identity through high-profile collaborations and endorsements, dating back to the 1960s when renowned photographer Bert Stern showcased Marilyn Monroe with the brand. More recently, it has partnered with contemporary artists and celebrities including Andy Warhol, Jean-Michel Basquiat, and Lady Gaga. Gaga’s 2021 collaboration highlighted the brand's modern approach to luxury with limited-edition bottles featuring her artistic flair, while a kaleidoscopic film campaign, directed by Nick Knight, celebrated creative freedom - a testament to the evolving narrative that surrounds both Gaga and Dom Pérignon.

In a similar vein, musician Lenny Kravitz, who served as the brand's first-ever Global Creative Director, has left an indelible mark through initiatives like 'Assemblage', which encapsulated the spirit of collaboration among artists. His design of limited-edition bottles and decor elements was aimed at enhancing the drinking ritual while bringing people together, further reinforcing the notion of community within artistry associated with champagne consumption.

As Dom Pérignon embarks on this new chapter, it is clear that the brand is adeptly navigating the landscape of consumer culture, where celebrity endorsement remains a formidable force. By aligning itself with a diverse tapestry of artistic figures, Dom Pérignon not only echoes its storied past but also charts a contemporary course that asserts its relevance in an ever-evolving market. This campaign may very well exemplify the brand's ongoing evolution while solidifying its status as a conduit of luxury and creativity, resonating with a new generation of consumers and collectors alike.

### Reference Map

1. Paragraph 1: [[1]](https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work)
2. Paragraph 2: [[1]](https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work)
3. Paragraph 3: [[1]](https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work)
4. Paragraph 4: [[1]](https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work)
5. Paragraph 5: [[2]](https://people.com/food/lady-gaga-dom-perignon-champagne-bottles/), [[3]](https://www.adweek.com/brand-marketing/lady-gaga-forges-a-kaleidoscopic-fantastical-queendom-in-film-for-dom-perignon/), [[5]](https://www.forbes.com/sites/yjeanmundelsalle/2018/10/02/lenny-kravitz-joins-champagne-house-dom-perignon-as-its-first-ever-global-creative-director/)
6. Paragraph 6: [[4]](https://www.maxim.com/food-drink/lenny-kravitz-x-dom-perignon-2020-1/), [[6]](https://brandingforum.org/branding/campaigns/dom-perignon-lenny-kravitz/), [[7]](https://www.tatlerasia.com/lifestyle/entertainment/when-lenny-kravitz-met-dom-perignon)
7. Paragraph 7: [[1]](https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thedrum.com/news/2025/05/14/dom-p-rignon-calls-celebrities-share-journey-creation-will-it-work> - Please view link - unable to able to access data
2. <https://people.com/food/lady-gaga-dom-perignon-champagne-bottles/> - In March 2021, Lady Gaga announced her collaboration with Dom Pérignon, introducing limited-edition champagne bottles. The promotional image featured Gaga holding a 2006 vintage sparkling rosé in a deep purple-tinted bottle. She expressed excitement about celebrating together, highlighting the brand's tradition and innovation. Details about the bottle designs and availability were to be released in the following months.
3. <https://www.adweek.com/brand-marketing/lady-gaga-forges-a-kaleidoscopic-fantastical-queendom-in-film-for-dom-perignon/> - Dom Pérignon partnered with Lady Gaga for a campaign centered around its rosé champagne. Gaga collaborated with fashion photographer Nick Knight to create a kaleidoscopic film titled 'The Queendom,' featuring surreal imagery and a dramatic score. The campaign emphasized the theme of creative freedom, with Gaga's track 'Free Woman' serving as the soundtrack. The limited-edition bottles and film were part of this collaboration.
4. <https://www.maxim.com/food-drink/lenny-kravitz-x-dom-perignon-2020-1/> - In January 2020, musician Lenny Kravitz collaborated with Dom Pérignon to design three limited-edition bottle designs, a candelabra, and a table-bar. Inspired by goldsmiths, Kravitz reimagined Dom Pérignon’s iconic shield in hammered metal, giving it a glamorous sheen. The collaboration aimed to elevate the ritual of drinking champagne and bring people together through design.
5. <https://www.forbes.com/sites/yjeanmundelsalle/2018/10/02/lenny-kravitz-joins-champagne-house-dom-perignon-as-its-first-ever-global-creative-director/> - In October 2018, Lenny Kravitz was appointed as Dom Pérignon's first-ever Global Creative Director. The collaboration began with a series of black-and-white photographs taken by Kravitz, featuring personalities from music, cinema, fashion, dance, and sports. The campaign, titled 'Assemblage,' aimed to capture the essence of collaboration and creativity, with exhibitions planned in cities like New York, London, Milan, Tokyo, Hong Kong, and Berlin.
6. <https://brandingforum.org/branding/campaigns/dom-perignon-lenny-kravitz/> - Dom Pérignon launched 'Assemblage,' an exhibition of original photography by Lenny Kravitz, marking his first project as creative director and photographer for the brand. The New York chapter featured striking imagery from an intimate dinner party at Kravitz's Los Angeles home, bringing together personalities from various fields to celebrate collaboration and creativity.
7. <https://www.tatlerasia.com/lifestyle/entertainment/when-lenny-kravitz-met-dom-perignon> - Tatler Asia discusses the collaboration between Lenny Kravitz and Dom Pérignon, highlighting Kravitz's role as the brand's creative director. The campaign, shot at the Stanley House in Los Angeles, featured celebrities from different fields, including Kravitz's daughter Zoë Kravitz. The photographs aimed to capture moments of celebration and human connection, emphasizing the joy of life and the act of creation.