



ROBERT PIERREL

With Champagne as the fruit of his passion for great wines, **Dominique Pierrel**, the founder of the House, has made tradition and modernity its core values. At the age of 29, Dominique Pierrel founded his very own House of Champagne in **Épernay**, the capital of the Champagne region. His 10 ha vineyards are situated on the prestigious **Côte des Blancs**. In 1990 **Philippe Robert** joined the venture, with both men sharing the same vision; to create unique and fabulous wines.



Driven by the audacity of his youth and prompted by his innovative ideas, Dominique Pierrel has modernized the Champagne world. The sleeving process on champagne bottles, which reflect the UV rays away hence protecting the wine itself from deteriorating, was first used by Mr. Pierrel and is a welcome change from the traditional approach of labels stuck on bottles. As sleeves can easily be personalized, bottles have become works of art.

THE WINE SHOP

Hong Kong • China