

WHERE INSPIRATION HAPPENS



Lenny Kravitz provides an intimate view into his world in a series of photographs for an exclusive photo exhibition with Dom Pérignon

If you think this is just a party, then you are mistaken, says the voiceover on the video. Champagne glasses clink as the legendary musician Lenny Kravitz photographs a private gathering at his Hollywood home, featuring celebrities from the worlds of film, fashion, dance and sport. This is a glimpse into the rock star's private circle, a chance to observe ideas and inspiration forming between the blindingly famous and the quiet geniuses.

Kravitz has had a long relationship with Dom Pérignon, having been first introduced to the luxury Maison by Chef de Cave Richard Geoffroy. As an artist who transcends disciplines, cultures and generations, Kravitz shares the passion, inspiration and love of creativity of Dom Pérignon, making his role as the brand's first creative director a perfect fit.

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

His first piece for the brand is a series of photographs that will form an exhibition that will tour the globe, and an advertising campaign that will run across three continents. At the villa he

designed in Los Angeles, Kravitz hosted cinema legend Harvey Keitel, Oscar-winning actress, activist and UN ambassador Susan Sarandon, fashion model Abbey Lee, legendary dance director and choreographer, Benjamin Millepied, fashion prodigy and dresser of the stars, Alexander Wang, football legend Hidetoshi Nakata, and his daughter, a multi-talented artist in her own right, Zoë Kravitz.

Lenny Kravitz is both the photographer and creative director for the project. "Dom Pérignon is all about bringing people together," he says. "It is about communication so that you are inspired to do something. You do not need an occasion. Life is the occasion."

Dom Pérignon has a long history of working with creative talents, but this new partnership is more than just mutual respect. "Dom Pérignon is very close to my heart," adds Kravitz, who will create a limited edition for the brand in 2019. "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." ■

*To find out more, visit domperignon.com
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