ART | DESIGN | EXPERIENCE | FASHION | ARCHITECTURE | INTERIORS | TRAVEL | MUSIC | FOOD | DRINK

## ART + DESIGN

MONEY | WINTER of 2018 | ISSUE Nº17

GUCCI DÉCOR! FASHION FOR YOUR HOME

WINTER'S WARM & CHIC FASHION

ARTIST
Carlos Aires
MONEY ISSUES

SIR RICHARD BRANSON IPPOLITA MIDAS TOUCH

AH, PARIS!

Master of the Hunt THE HIND'S HEAD LONDON

MARIAN RIDING OUT HILL THE STORM

THE
BETTENCOURT
AFFAIR LOVE OR MONEY

BOLLINGER CHAMPAGNE Drinking tips from 007

THE MONEY ISSUE



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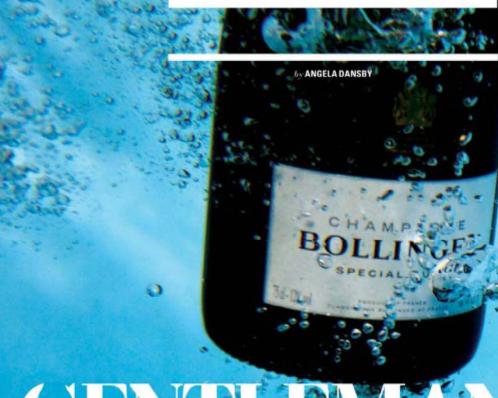
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# GENTL

In the 1979 film Moowaker, Roger Moore's James Bond spies a bottle of Bollmare R D. Champagne chilling in the center of Holly Goodhead's hotel suite. "If it's '69, you were expecting me," he says coolly. With so much innuendo and gold lamé flashing onscroen, it's easy to miss this clever bit of product. placement. Bollinger Champagne appears in nearly every single. Bond film, dating back to 1973's *Live and Lat Dia*. What's transimpressive: the French champagne maker has never paid a cent for the privilege.

The first time Bollinger and James Bond met was in lan Fleming's 1956 novel *Diamonds Are Forever*. Several books and films later, 007's preference for the world-class sparkling wine was noticeable onscreen but not guaranteed. In the beginning, former company president Lily Bollinger was upset about the brand's association with the Bond franchise. She said champagne was for gentlemen, not films. But when Bollinger saw how much sales went up after those early movies, she decided secret agents must get thirsty, too.

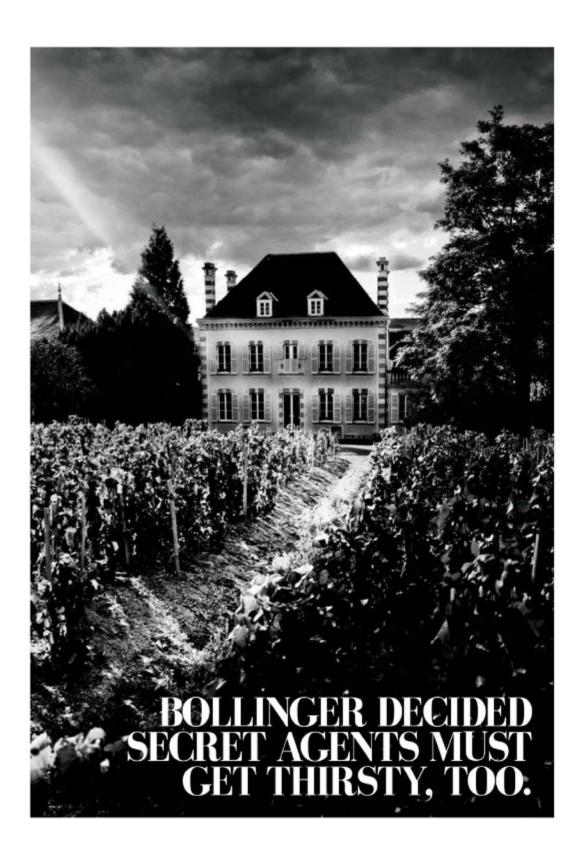
Bollinger president—and Lily's nephew—Christian Bizot, that a

kind of gentleman's agreement was formed between the two

in 2012 to celebrate the 50th enriversary of this partnership.
Bollinger issued a special Grands Année 2002 chamaigne with a 507 label and box, it sold out in three days. Another 007 label featuring a 2009 viritage champagnerfollowed in 2015, with the release of the film Spectre. According to Bollinger CFO Jardine Philipon, 2016 was another record year in volume and value despite the family-givned company not releasing new viritages or products.

Bollinger.

Bollinger's roots in England actually predate Bond, beginning hearly, a century ago, when diven Victoria awarded the house a Royal Warrant in 1884 as Britain's best bubbly—an honor maintained to this day. According to Cellar Master Gilles Descotes, 30 percent of all Bollinger champagne is still shipped to the U.K. Bollinger's superior champagne stands on its own, but nothing movas bottles guite like having the world's most elegant ambassaddr.





www.mignonfaget.com



### "IF IT'S '69, YOU WERE EXPECTING ME."

~ JAMES BOND

