

TAITTINGER,
A VISUAL
CAMPAIGN
*DEDICATED TO
THE HUMAN
FACTOR*

Champagne Taittinger unveils its new campaign, focused on the House's very heart and soul: the Family. Intensely humane, elegant and full of life, this visual from the Italian photographer Massimo Vitali illustrates the historic signature of "L'Instant Taittinger".



CELEBRATING THE FAMILY SPIRIT

A scene of life, depicting the preparation of the annual "Cochelet", end of the harvest festival, reveals a privileged moment of intimacy at the House. It pays tribute to the family in the broader sense of the term: the Taittinger family, of course, with Pierre-Emmanuel, Clovis and Vitalie in the foreground, as well as all members of the House who participate daily in bringing this family spirit to life.

This photograph showcases the warmth and fellowship of a close-knit team as well as the energy of a joyful freedom so distinctive of the House. Much like in a Brueghel painting, we find a multitude of details, each representing an occasion of celebration. Each little scene highlights the care and attention demanded of all when working together to create the very best Champagne for those who are to enjoy it. A subtle way to convey the values of transmission, generosity and loyalty, the hallmarks of Taittinger.

By revealing and sharing such occasions, the Maison de Champagne invites each and every one to enjoy their own moment of sharing and emotion, their "Instant Taittinger".

L'Instant Taittinger / The Moment is that period of suspense when emotions unite. A unique, irrational, personal and indefinable moment that defies all rules of time. #TheInstantWhen

A TIMELESS CAMPAIGN THAT ELUDES ALL CONVENTIONS

The campaign's objective was also to express a certain timelessness, like a moment suspended, flouting time and space to escape all conventions. The Champagne House turned to the talented Italian photographer Massimo Vitali, renowned for his large-format composition populated with numerous characters. With this artwork he produces a scenery full of poetry and life.

AT THE BEGINNING: FAMILY ROOTS

With this photograph, the Champagne House Taittinger evokes its roots in Champagne, in keeping with its previous campaign, a picture of Vitalie Taittinger standing on the place Royale in Reims. The chosen location, is the birthplace of the Taittinger family journey, the Château de la Marquetterie. Symbol of the French way of life, it is the ideal backdrop for this instant of emotion.

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As a family champagne house, we make different decisions: we invest with our heart, we are concerned with the long-term, with preserving and developing a heritage built by previous generations so as to transmit it to future generations. This work is necessarily very personal and intimate, with a large emotional dimension. A commitment found in the care given to our vineyards, to the human adventure and, of course, to our Champagnes.

Pierre-Emmanuel, Clovis & Vitalie Taittinger



L'INSTANT TAITTINGER

#THEINSTANTWHEN

ESPRIT DE FAMILLE



9 septembre 2018, Château de la Marquetterie.
L'équipe du Champagne Taittinger prépare
le cochelet, le dernier jour des vendanges.

Photo de Massimo Vitali



CHAMPAGNE
TAITTINGER

Reims

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

L'INSTANT TAITTINGER

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FAMILY SPIRIT



Photo. Massimo Vitali



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