



*“It’s been a dream come true, taking  
on the legend that is the PERRIER bottle.”*

**PHILIPPE STARCK**



## TABLE OF CONTENTS.

- 01. PERRIER UNVEILS PERRIER + STARCK,  
AN ORIGINAL COLLABORATION  
WITH WORLD-RENOWNED  
FRENCH CREATOR PHILIPPE STARCK.
- 02. WHEN THE ICON UNLOCKS A WORLD OF UNKNOWN AND FANTASY.
- 03. THE BIRTH OF AN ICONIC BOTTLE,  
UNMISTAKABLY RECOGNISABLE.
- 04. THE ART OF PERRIER.
- 05. THREE QUESTIONS FOR PHILIPPE STARCK.
- 06. THE FRESNEL LENS: AN INSPIRED IDEA.
- 07. THE PERRIER + STARCK BOTTLE.



**PERRIER UNVEILS  
PERRIER + STARCK,  
AN ORIGINAL  
COLLABORATION  
WITH WORLD-RENOWNED  
FRENCH CREATOR  
PHILIPPE STARCK.**

As PERRIER celebrates its 160<sup>th</sup> anniversary, the brand continues to amaze. To celebrate its birthday with talent and panache, PERRIER is reimagining its iconic green bottle and will announce other upcoming surprises. The new limited edition PERRIER+STARCK will be launched in the international market in mid-October; a brand-new version of the iconic glass bottle whose shape has been redesigned, for the first time in its history, by visionary creator Philippe Starck.

In the version re-envisioned by Starck, the PERRIER bottle becomes a distinct and unique creative object, both remarkable and elegant, without compromise to its iconic shape.

Taking inspiration from Fresnel's optical lens design and the way it diffracts light, the thin horizontal streaks carved into the glass surface of the PERRIER+STARCK bottle create visual interest through a play on optics and light, illuminating the tremendous energy source and poetry contained within its bubbles.

A creative evolution in terms of both design and functionality to celebrate the legendary energy of the French symbol, PERRIER.

# WHEN THE ICON UNLOCKS A WORLD OF UNKNOWN AND FANTASY.

“PERRIER, a globally recognised symbol and a monument of French heritage, approached me to reimagine the design of their iconic bottle.

Keeping the essence of an icon unaltered, it's possible to distort and play with the shape to apply current parameters to a timeless form. This is what I did with the addition of this highly technical horizontal grooving, which creates a natural rigidity.

But it's not just about technique, it's also about exploring the Unknown. In my project, the Unknown is encapsulated in the notion that each bubble is a magnifying glass, and that by using the structure to shape a Fresnel lens, I could create an optical surprise, bringing intrigue and a spark of fantasy.

As a child, I always used to be afraid that the bottle would slip from my hands. I would clutch it very tightly, to the point where it hurt. This is why I chose this striated pattern. The bottle clings to me, I cling to the bottle: another form of play.

And you'll see it, in this new bottle, the bubbles are absolutely out of this world.”

**PHILIPPE STARCK**



© Anne-Lou Buzot

# THE BIRTH OF AN ICONIC BOTTLE, UNMISTAKABLY RECOGNISABLE.

In 1906, British-born St John Harmsworth, founder and owner of the PERRIER brand, designed the shape of the now famous green bottle, drawing inspiration from the elegant and practical curves of Indian juggling clubs he used daily for exercise.

From royal tables at Buckingham Palace to daring imagery developed by the brand, its legendary shape has changed very little over the years, elevating it to the status of an international icon.

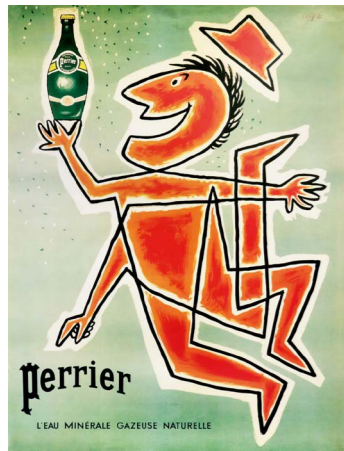
The PERRIER bottle was first created and is still manufactured today in Vergèze, in the South of France, where the source is located.



# THE ART OF PERRIER.

Philippe Starck is the first creator invited to revisit the iconic shape of the famous green PERRIER bottle.

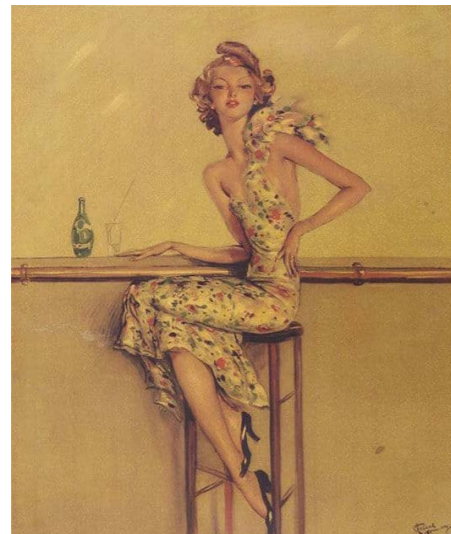
The PERRIER + STARCK design is the latest example of the brand's time-honoured tradition of collaborations with celebrated creative figures.



Raymond Saignac, *PERRIER l'eau minérale gazeuse* (1970)  
© ADAGP, Paris 2023



Salvador Dalí, *La Source PERRIER* (1969)  
© Salvador Dalí, Fundació Gala-Salvador Dalí / © ADAGP, Paris 2023



Jean-Gabriel Domergue, *The PERRIER girl* (1936)  
© ADAGP, Paris 2023

Throughout its 160-year history, PERRIER has worked with some of the world's most influential artists and creative figures, including Andy Warhol, Salvador Dalí, Bernard Villemot, Raymond Saignac, Jean Carlu, Jean-Gabriel Domergue and Takashi Murakami, each contributing their own unique artistic vision to revisit the French brand's image.

In 1936, the French painter and printmaker Jean-Gabriel Domergue, a first cousin once-removed to Toulouse-Lautrec, famous for his portraits of Parisian women, created the first PERRIER Girl, a modern and emboldened symbol of French seduction, initiating the long-standing connection that has united art and the PERRIER brand.

After the war, PERRIER called on the creative talent and imagination of some of the most renowned poster designers of the times, giving them free rein to offer their own interpretation of the brand's image and new slogan, "Pschitt". Among them were Jean Carlu, Raymond Saignac, Raymond Peynet, Hervé Morvan and Kiraz, who designed for PERRIER illustrations that depicted popular imagery with humour and wit.

In 1969, PERRIER took out an ad in the pages of newspapers France-Soir and Le Figaro, featuring an illustration by Salvador Dalí, artfully printed in colour and gold and published as a gift to readers from the brand. Later on, starting from the 1970s, graphic designer and poster artist Bernard Villemot was asked to illustrate the brand's new slogan, "PERRIER, c'est fou" (PERRIER, it's crazy), for which he produced a series of subtly offbeat colour posters, including one honouring Josephine Baker and her iconic belt, with PERRIER bottles on it.

In 1983, PERRIER's visionary adman Jean Davray met Andy Warhol and invited him to Paris to design more than 40 works of art based on the iconic bottle. The same year, the US artist's illustrations won an award at the French National Contest for Advertising Posters.



Bernard Villemot, *Hommage à Joséphine Baker* (1977)  
© ADAGP, Paris 2023



Andy Warhol, *Andy Warhol pour PERRIER* (1983)  
© The Andy Warhol Foundation for the Visual Arts, Inc. / Licensed by ADAGP, Paris 2023



Takashi Murakami, *PERRIER x MURAKAMI*  
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Then came Takashi Murakami, who was invited to share his own vision of the PERRIER bottle in 2020. Considered one of the most important Japanese artists of his generation, he instilled the iconic bottle with his playful, cheery and colourful pop-art aesthetic. Two screen-printed versions of the bottle were launched in 2020: one featuring a pattern of smiling flowers, characteristic of Takashi Murakami's work; the other depicting the artist's two favourite characters, Kaikai and Kiki.

For the first time in October 2023, Philippe Starck revisited the shape of the iconic bottle, carving the glass with horizontal streaks, evoking the brand's luminous energy and the mystery of PERRIER's water and bubbles.

# THREE QUESTIONS FOR PHILIPPE STARCK.



Through his multifaceted inventiveness, his vision and his mission – delivering creation, in whatever form, to elevate the life of the many, Philippe Starck grounds himself in a paradox: embracing, and indeed often anticipating, the zeitgeist to bring lasting creations to life.

As a trailblazer, an inventor, a dreamer, a creator, an architect, a designer and an art director, he puts his art of innovation at the service of democratic creation, with a focus on action and respect for both the human and natural heritage.

Developing a prolific body of works across all fields: everyday items (juicer, furniture, electric bicycle, individual wind turbine), architecture (hotels and restaurants aspiring to become places of inspiration), naval and spatial engineering, he has become one of the most visionary and recognisable creative figures on the contemporary international scene.



© Anne-Lou Buzot

## 1 - WHAT DOES PERRIER MEAN TO YOU?

PERRIER is an international, yet also incredibly French icon. Its bubbles encapsulate the whole of French elegance and spirit, a *je-ne-sais-quoi* that makes the brand timeless.

The PERRIER source dates back to millions of years ago. What we drink is not water, its eternity. It is our whole history, that of our species as animals, as well as our future.

## 2 - WHY DID YOU AGREE TO COLLABORATE WITH PERRIER?

I agreed to this collaboration because PERRIER is part of the family. As long as I can remember, we have always had it on the dinner table; like an elegant staple, a joyful addition for a special moment where everything just tastes better.

## 3 - HOW DID YOU DESIGN THE PERRIER + STARCK BOTTLE?

The PERRIER bottle is an absolute icon, one that had so far remained untouched, untouchable, even. I chose to approach this redesign with humility, the kind of humility needed to emphasise emotional attachment. When the palm connects with the streaks on the glass, this magical blend of sand and fire born of human hands, you feel something else. It's not shock, but emotion: beauty that borders on poetry, something consistent and harmonious, something pure, like water.

When you view the bubbles through the streaks, the bottle creates an optical play inspired by a Fresnel lens and the way it diffracts light. The bubbles turn into pure optical magic, and that is why we find more love, emotion and a little mystery contained within the glass contours of the new PERRIER + STARCK bottle.

These horizontal streaks are also a highly technical addition, allowing a unique grasp on the bottle. Millimetre by millimetre, we have shaped this extraordinarily complex material that is glass to create a friendly bottle that sits comfortably in our hand and makes everyday use, and life, easier.



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© Anne-Lou Buzot



# THE FRESNEL LENS: AN INSPIRED IDEA.



© Anne-Lou Buzot

The stepped lens, also known as the Fresnel lens, was first developed in 1823 by French engineer Augustin Fresnel (1788-1827) to increase the luminous range of lighthouses and make marine navigation safer. This type of lens features a distinct concentric pattern of carved ridges, a technique developed to channel a beam of parallel rays in the same direction, improving the light source's consistency and intensity. The Cordouan lighthouse was the first to experiment with this new lighting system with a set of six lenses. It was lit up for the first time on the 25 of July 1823.

The Fresnel lens, which marks its 200<sup>th</sup> anniversary this year, has not only revolutionised modern maritime signalling; it is still used today to manufacture overhead projectors, video projectors, photovoltaic cells, among other products.

# THE PERRIER + STARCK BOTTLE.

From mid-October 2023, PERRIER+STARCK  
glass bottles will be available in two sizes:  
31.1cl and 72.7cl.



perrier<sup>®</sup>  
+  
STARCK<sup>®</sup>



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## ABOUT PERRIER.

For over a century PERRIER has collaborated with some of the world's most famous and distinguished artists, including Andy Warhol, Salvador Dalí, Bernard Villemot and Takashi Murakami, who have each in their own way established a touch of artistic irreverence. With a story which started in 1863, in Vergèze, South of France, PERRIER is recognized worldwide by its iconic green bottle and its unique bursting bubbles.

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## ABOUT STARCK.

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design”. By employing his prolific work across all domains, from everyday products (furniture, a citrussqueezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering, he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

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