On the occasion of the release of Quantum of Solace, Champagne Bollinger has commissioned the French designer Eric Berthès to create a collector’s item which would mark the association between the House and Her Majesty’s secret agent. The concept is that of the bullet of a gun (in the spirit of the Walther PPK), and lying on a carbon covered base.

This bullet, which has an impressive size (about 65cm) will contain a magnum of Bollinger 1999 dressed in black and silver. Once the magnum released from its cradle, the inside of the bullet converts into a set of compartments in which a modern gentleman can store his personal accessories. The bullet closes with a leather garnished key.

Only [200+007] copies of this collector’s item, each individually numbered, will be produced. One of them will be auctioned to raise money for an international charity.

This item will be sold worldwide with a recommended retail price of 4,000 €.

Bollinger 007 contest:

Please visit www.bollinger007.com
James Bond was born from the imagination of Ian Fleming, although also influenced by his personal experience of working within Her Majesty’s Secret Service.

As John Cork, co-author of *The Legacy* (2002) wrote it, «what ever Great Britain might have lost in the way of global political import during the late 1950s and early 60s, the nation gained back in terms of cultural impact during the first part of the new decade. James Bond was everything that made modern Britain so attractive to the outside world: fashion, music, film, architecture, design… James Bond also symbolized tradition and elegance, and stability».

And what about the relationship with Bollinger?

It actually began with a series of fortuitous coincidences. It all started in 1952, in his Estate of Goldeneye in Jamaica, that Fleming wrote his first novel, thereby creating the myth. Nine years later, in 1961, Albert R. «Cubby» Broccoli and his partner produced the first Bond movie (Dr No), putting in front of the astonished audience the exploits of the soon to be iconic famous spy. Meanwhile, in Aÿ, Madame Bollinger – affectionately known as Aunt Lily – first released Bollinger R.D., which was to become one of the definitive cuvées of the House. A vintage 1952 of course… and born rather in the cool humidity of the Champagne cellars than in the tropical moisture of Goldeneye…

This chronological strange coincidence aside, one can legitimately question how the 2 myths came together.

Since 1829, Bollinger has been a family House, incarnated by 6 generations of members which have succeeded to each other, with an engagement and commitment firmly grounded upon values of differentiation, authenticity and exclusivity, with a touch of discretion. A House which has built its global reputation thanks to its very special relation to the British Crown, which dates from Queen Victoria’s granting of the Royal Warrant in 1884, making Bollinger perhaps the most British of Champagne Houses and may be of all French brands.

A certain ruthlessness in the pursuit of excellence without compromise, a doubt here and there, charm and elegance, with a hint of understatement and self deprecation… These are some of the values which we believe characterize Bollinger and which we ‘arguably share with Bond himself. And about seduction, even though it is expressed with slightly different weapons, it always works.

As natural as the association may be, it might never had happened if Cubby Broccoli and Christian Bizot, both men of decision and action had not met and instantly formed a close friendship between the 2 families. Bond was the archetype of grand style, the most ‘British’ of spies, and Bollinger was proud to be incarnated by such a figure that every single man dreamt of being one day, whether Sean Connery, Roger Moore, Pierce Brosnan and… Daniel Craig.

In Quantum of Solace, 007 meets Bollinger on 3 occasions: 2 spectacular receptions in South America and in Haiti and… as often, in the suite of a Palace.