

## LIFESTYLE

ニュース

特集

カルチャー

ト

キッチン

グルメ

ワイン特集

インタビュー

## INTERVIEW

カルチャーシーンを騒がす旬なあの人にヴォーグがインタビュー！

HOME &gt; LIFESTYLE &gt; INTERVIEW &gt; ロスチャイルド会長が語る、日本で初めて発売するロスチャイルド家の「ヴィンテージ」シャンパーニュ

## ロスチャイルド会長が語る、日本で初めて発売するロスチャイルド家の「ヴィンテージ」シャンパーニュとは。

2015.11.02

2015年11月2日、日本で初めてロスチャイルド家の最高級シャンパーニュ、「シャンパーニュ・パロン・ド・ロスチャイルド・ブラン・ド・ブラン・ヴィンテージ 2006」が発売。世界でたった7000本しか生産されていない貴重なシャンパーニュのローンチを前に来日したロスチャイルド家の最高責任者で、パロン・フィリップ・ド・ロスチャイルド社のフィリップ・セレイス・ド・ロスチャイルド会長を、東京でインタビュー。シャンパーニュのことはもちろん、会長が目指すブランド像についても伺いました。



Photo: Jimmy Cohrsen



# VOGUE JAPAN

**世界にたった7000本しかない最高級のシャンパーニュ。**

——今回初めて日本で発売される「シャンパーニュ・パロン・ド・ロスチャイルド・ブラン・ド・ブラン・ヴィンテージ 2006」および発売の経緯を教えてください。

私たちは日本でのローンチを最初に考えていました。なぜなら、日本の流通網が非常にしっかりとしているうえ、消費者の知識水準が大変高いからです。日本の消費者は非常に賢く、いい商品を理解し、好みます。ですので、私たちにとっては、素晴らしい市場。だからこそ日本からスタートしようと思いました。

——日本市場は中国をはじめとするアジア市場への玄関口という見方もあるのでしょうか？

いえ、個別の市場として見ています。他の市場とは異なります。比較の余地はありません。また、私自身が日本市場を好むのは、非常に安定しているからです。アジアの他の市場よりも歴史がありますし、消費者のレベルも高いです。

——これまでのシャンパーニュと比べて、今回のヴィンテージは何が一番スペシャルなのでしょうか？

これまでのシャンパーニュも大変スペシャルですが、今回の「ブラン・ド・ブラン・ヴィンテージ 2006」の総生産量はたったの7000本です。希少価値があります。実は、日本のほうから「もっと増やしてほしい」という要望があったようですが、厳選されたヴィンテージですので、不可能だと答えました。

——7000本のうち、日本に入ってくる割合は？

大体10%から15%です。

——今回の来日で、シャンパーニュと和食の組み合わせなど、新しい発見はありましたでしょうか？

私は日本食が大好きなので、いつも日本に來るとお寿司や天麩羅など、さまざまな和食店に行くのですが、今回は珍しく、和食店と西洋料理店に行きました。そして、両方で「シャンパーニュ・パロン・ド・ロスチャイルド・ブラン・ド・ブラン・ヴィンテージ 2006」をペアリングしてみたのですが、両方とも非常に相性がよかったです。ですので、非常に満足しています。もちろん、フランスでも確認はしていましたが、日本で実際に確認することができ、とてもうれしかったです。

次>>シャンパーニュができるまでのエピソード。



# VOGUE JAPAN



## VOGUE web site November 2015

2nd Chairman of the Supervisory Board of Baron Philippe de Rothschild SA talked about the first vintage Champagne which will launch in Japan at the first time.

On November 2nd 2015, 'Champagne Barons de Rothschild Blanc de Blancs vintage 2006' the top quality Champagne by Rothschild family has launched in Japan. Prior to the launching of this precious

Champagne which was produced only 7000 bottles, Mr. Philippe Sereys de Rothschild Chairman of the Supervisory Board of Baron Philippe de Rothschild SA, the chief executive of Rothschild family visited Japan. VOGUE Japan conducted interview with him in Tokyo and asked about Champagne and his ideal brand image. Champagne with top quality. Production amount is only 7000 bottles in the world. - Could you explain about 'Champagne Barons de Rothschild Blanc de Blancs vintage 2006' and the circumstances of its release? We have planned the first launching in Japan. Because the distribution network is well-developed and consumers' level of knowledge about wine. Japanese consumers are very clever. They understand and love good wines. So, Japan is nice market for us. That's why we decided to start from Japan. - Do you assess Japanese market as an entrance of Asian market including China? No, we consider as an individual market. It is different from other markets. There is no room for comparing. The reason why I myself prefer Japanese market is that it is really stable. Its wine market has longer history and consumers' level is higher. - Comparing with existing Champagnes, what is the special point of the vintage Cham-

pagne which is released this time? Though the existing Champagnes are also special, the production amount of 'Champagne Barons de Rothschild Blanc de Blancs vintage 2006' is only 7000 bottles. It has value as a rarity. In fact, it seems that we had received a request from Japan to increase production. But, we answered 'We can't,' because it is the carefully selected vintage. - What is the percent of the bottles for Japanese market among 7000 bottles? About 10-15%. - During this trip to Japan, did you make a new finding, such as pairing of Champagnes and Japanese food? I like Japanese food very much. I visit various Japanese restaurants, like SUSHI and Tempura at all times. But, this time, I went to both Japanese restaurants and Western food restaurants unusually. Then, I drunk 'Champagne Barons de Rothschild Blanc de Blancs vintage 2006' with those dishes, it went well with both. So, I'm pleased with this Champagne. Though I checked in France already, I was happy to realize actually in Japan.

Persons of Rothschild families who has been particular about the bottle design and packaging. Could you speak about episodes for making 'Champagne Barons de Rothschild Blanc de Blancs vintage 2006'?

Although the content of the bottle is very important, this time it took long time to complete bottle design, too. As this Champagne was made by 3 Rothschild families, agreements by 3 companies were needed. It took more than 2 years to choose the packaging.

For example, someone said that the logo and the year number '2006' should be bigger. And,

It took quite a long time to decide this brown as the color of the bottle. I think every family is similar.

When family members get together, everybody give different opinions. But, since we could understand each member's destination, this opportunity was a good experience. Our goals were 'visible things' and 'Something elegant'. Since this article is for sale, this should come under a person's observation. However, our family doesn't do things that make us stand out. We are deliberate in our action. Balance between 'visible things' and 'Something elegant' was extremely hard.

- The bottle is applied to the armorial bearing of Rothschild family, isn't it?

Yes. This is the emblem of Rothschild family. Though the color is different a little from actual one.

- In Japan, we have an impression that Rothschild family has intimate relations with Job in finance and the art industry. Could you let us know about the past relationships with Champagne?

As a family, we have associated with Champagne at all times. My grandfather was a shareholder of a Champagne brand. Later, he started his own brand. One of our family members is a collector of vintage Champagne. I myself am a collector, too. So, there was a talk about making the best Champagne by everyone. As we have extensive knowledge about wine, we used our experience. For example, since a personnel resource is important for manufacturing, we called human resources from Champagne region not from Bordeaux region in which we are versed through wine making. As for this process, we have started since 12 years ago. And, it took about 7 years to complete the first bottle. We're experienced in a long-range plan. Because wine making takes long years. So, we were not surprised at all.

- Today is the time when speed is estimated. But, I think family business has a kind of luxury such as spending time for manufacturing and development of brands.

Exactly. There was no necessity to make something in a hurry at all. We bring up grapes slowly, blend and raise the brand. And, we spent time for market research. My father often said 'It is easy to make good wine. It's OK if we spend 150 years.' So, not only wine, but also Champagne needs a long process.

- At present, what is the biggest challenge for you?

My challenge is to make consumers to continue enjoying something. In the time when speed is estimated, wine and Champagne are the opportunity to come to a stop and taste luxury. If its opportunity does not exist, we don't have our role. I always say that wine and Champagne is not product which is produced in a laboratory. The same is true of Gastronomy. We should enjoy those after we stop. If we provide products which make consumers stand still, it can probably be said that we succeeded.

- Lately, SNS is very popular and too much media are spread. As a result, the presence of

luxury brands are changing. Under such circumstances, what have you inherited?

We think that the important existence is not us but the products. We came here for the products. As we have kept the idea, we don't dare speak about our family and private matters. It is getting harder to achieve both 'being at the place where I attract attention' and 'being elegant'. I always think that there should be more 'being elegant' in this world. 'Champagne Barons de Rothschild' The representative 3 companies of Rothschild family came together and devised top-grade Champagne. 3 companies include 'Barons Philippe de Rothschild' which is famous for wine, 'Domaines Baron de Rothschild' and 'Baron Edmond de Rothschild' which makes wine and carries on financial business. On the bottle, five arrows, the symbol of 5 brothers from Rothschild family which has its origin in 1822 are represented. In the back label, signatures by three owners of three companies are printed.

<http://www.vogue.co.jp/lifestyle/interview/2015-11-02/barons-de-rothschild/page/2#moveto>

