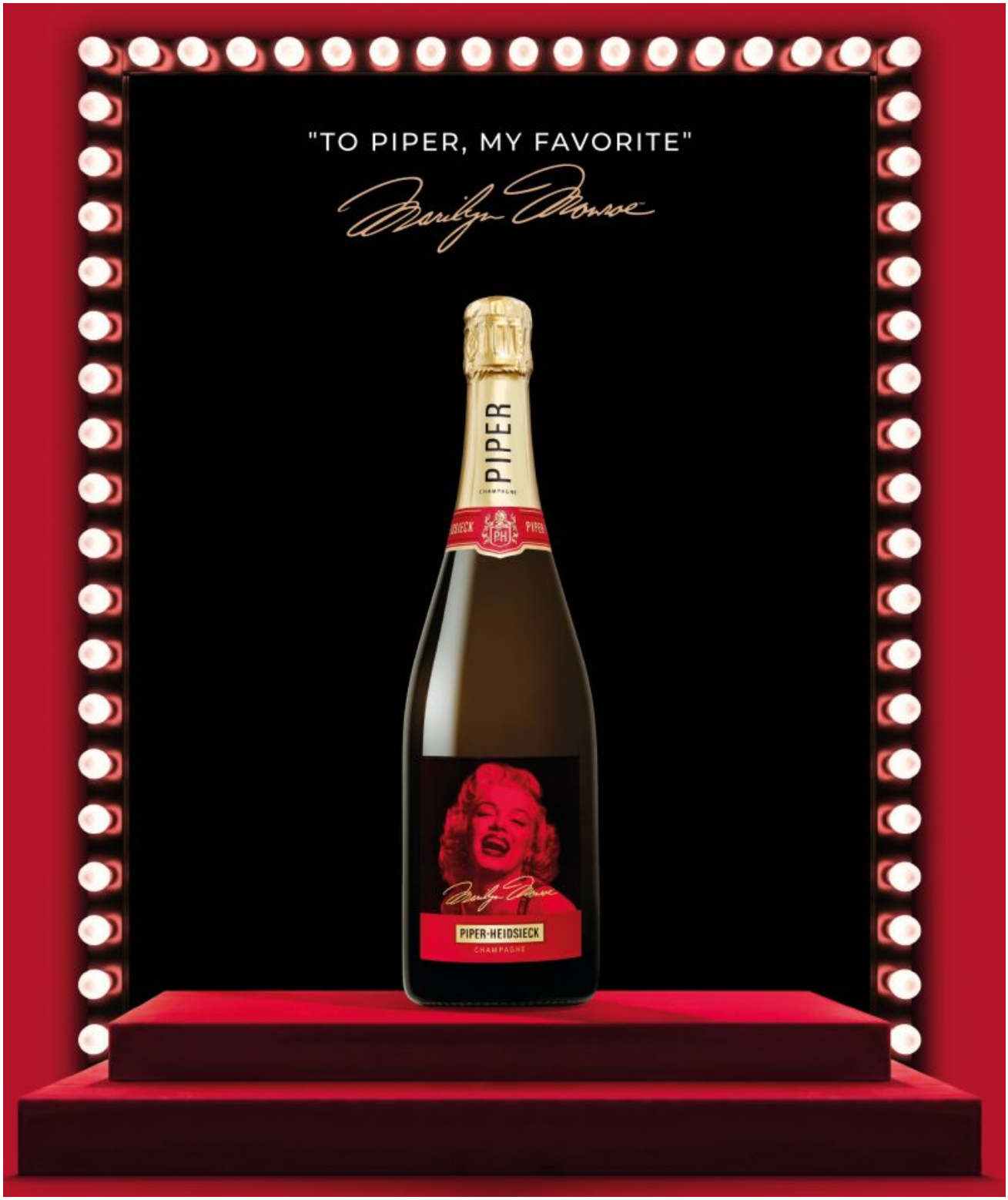
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Piper-Heidsieck Releases Marilyn Monroe Cuvée for Her Centennial

The limited-edition Champagne bottle features Monroe’s portrait and signature, with sales beginning in select markets worldwide.

Monday, June 1, 2026



Piper-Heidsieck, the Champagne house long associated with Marilyn Monroe, is releasing a limited-edition Marilyn Monroe Cuvée this year to mark the centennial of the actress’s birth, pairing one of France’s best-known sparkling wine brands with one of Hollywood’s most enduring icons.

The 750-milliliter bottle features a portrait of Monroe created in partnership with her estate and printed on the house’s signature red label. Piper-Heidsieck said the design was meant to reflect both Monroe’s image as a cultural symbol and the brand’s own history of courting film stars and red-carpet events. The bottle also carries Monroe’s hot-stamped signature.

The release draws on a relationship that has been part of Piper-Heidsieck’s marketing story for decades. The house points to Monroe’s famous note, “To Piper, my favorite,” as well as references to her celebrations with the Champagne brand during her career in the 1950s and 1960s. Piper-Heidsieck also said that in the 1950s it made silver-plated ice buckets engraved with Monroe’s name and New York address.

The cuvée is being sold in select markets worldwide throughout 2026, while supplies last. In the United States, it is available now through noblemerchants.com with a suggested retail price of $70.99.

The launch is tied to a series of events around Monroe’s centennial, including an activation at the Academy Museum of Motion Pictures in Los Angeles and a public celebration at Film at Lincoln Center in New York on July 28. The Academy Museum opened its Marilyn Monroe exhibition on May 31 and will keep it on view through February 28, 2027.

Stéphane Decaux, chief executive of Piper-Heidsieck Champagne, said in a statement that Monroe’s “free-spirited, celebratory essence” matched the house’s mission to bring joy to celebrations. He said the limited-edition release was intended to honor her legacy and her connection to the brand.

Piper-Heidsieck, founded in 1785 by Florens-Louis Heidsieck, has spent recent years emphasizing both its heritage and its sustainability efforts. The company says it is certified B Corp and has vineyard certifications tied to sustainable viticulture and environmental standards. It also says its wines are sold in more than 80 countries and that one bottle is opened every six seconds.

The Monroe release arrives as Champagne houses continue to lean on collectible bottles and pop-culture tie-ins to reach buyers looking for gifts and display pieces as much as wine. Piper-Heidsieck has also worked with artist Russell Young on charity bottles unveiled late last year, part of a broader strategy that links luxury packaging with art-world collaborations and philanthropic causes.

For Piper-Heidsieck, Monroe remains central to that effort because she gives the brand a story that reaches beyond wine into film history, celebrity culture and nostalgia. The new cuvée places that story on a bottle meant for collectors, but also for consumers who know Monroe less through her films than through the image that still sells Champagne nearly seven decades after her death.