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The future is bright with Lucie Pereyre de Nonancourt at Laurent-Perrier

The role of the younger generation in preserving and enhancing the family heritage

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Lucie Pereyre de Nonancourt

International Women's Day highlights the achievements and influence of women across various sectors, including the champagne industry. At Laurent-Perrier, women have played a central role since its early days. Marie-Louise de Nonancourt acquired the Maison in 1939, which was founded in 1812. Her son, Bernard de Nonancourt, took over in 1948 and developed the distinctive Laurent-Perrier style known for its freshness, elegance, and purity.

In 2010, his daughters, Alexandra and Stéphanie, joined the Board of Directors, ensuring the continuation of the family legacy. The successful generational transition has maintained the independence and family nature of the Maison.

This legacy continues with Lucie Pereyre de Nonancourt, Alexandra's eldest daughter. Lucie graduated in Scientific Psychology in Geneva and pursued a Master's in Strategic Marketing in Paris in 2011. After her studies, she moved to Spain to explore the Rioja wine industry. She also earned the Level 4 Diploma from The Wine and Spirit Education Trust, the highest qualification offered.

Inspired by these experiences, Lucie joined the family business in 2019. She trained with the cellar master and the Production and Commercial teams, contributing to Laurent-Perrier's innovative expertise. Lucie also promotes the brand globally, serving as an ambassador for Grand Siècle.