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Rare Champagne unveils limited edition set blending art, sustainability, and digital innovation in Napa

Collaboration with artist William Amor features recycled materials, digital passports, and exclusive rewards for collectors worldwide

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Rare Champagne has announced the release of its “Extra-Ordinary Metamorphosis” edition, a limited collector’s set that combines fine wine, art, and digital technology. The launch took place in Napa, California, and marks the first time Rare Champagne has introduced a cuvée enhanced with a Digital Passport. The project is a collaboration with French visual artist William Amor, who is recognized for transforming discarded materials into floral sculptures.

The centerpiece of the edition is a bottle of Rare Millésime 2014, adorned with a hand-crafted “Rosa Peony” made from repurposed plastic. This flower was inspired by Queen Marie-Antoinette’s favorite bloom. The bottle also features two vine leaves created from recycled aluminum taken from Rare Champagne capsule material and a decorative ornament made from crystallized tartar deposits sourced from the Maison’s own cellars.

Each purchase includes a Digital Passport linked to the “Rosa Peony” adornment. This passport serves as both a certificate of authenticity and a digital time capsule. Buyers will have to wait eight years before receiving an additional reward: in 2032, each Digital Passport holder will be sent a Methuselah of Rare Rosé selected by the Cellar Master. The number eight is central to the edition’s theme, symbolizing infinity and transformation. Only 88 editions are available worldwide.

Maud Rabin, Director of Rare Champagne, described the release as more than just a gift set. She said it is an opportunity to celebrate change through time and nature, noting that this is the first project of its kind for the house. William Amor emphasized that every element used in the creation of the bottle was preserved and transformed with care. He sees the set as a call for sustainable awareness and an invitation to find beauty in unexpected places.



The Extra-Ordinary Metamorphosis edition is priced at $1,500 and is available for purchase through Noble Merchants’ website and select retailers globally. This release represents Rare Champagne’s entry into digital-native collectibles, using blockchain technology to secure authenticity and provenance.

Rare Champagne has a history dating back to 1785 when Queen Marie Antoinette tasted its first cuvée. The house is known for its limited production and exclusive releases, with only 14 vintages produced since 1976. Each vintage is crafted to reflect an exceptional year and highlight the best qualities of nature. Recently, Rare Champagne achieved B Corp Certification, joining a global community focused on social and environmental responsibility.

William Amor works from his studio in Paris, where he uses reclaimed materials such as plastic bags and fishing nets to create botanical art pieces. His work often involves collaborations with people with disabilities and has received recognition from organizations such as the City of Paris and the Banque Populaire Foundation.

The Extra-Ordinary Metamorphosis edition brings together craftsmanship, sustainability, and innovation in one collectible set, offering buyers not only a rare bottle but also an experience that unfolds over time.