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[공식물]퓨어다이하 셀 프 치아미백제 세트

퓨어다이하 미백스 (80g)

General Culture | Reporter Kim Jae-kwon

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The Golden Innovation of Luxury Liquor, Landing in Korea with Champagne and Cognac

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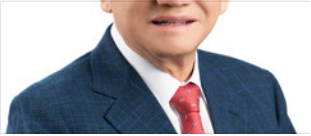
Gold Emotion and Comte de Mazeray, the essence of France



Photo = Provided by Kevin Sung (Left: Jean-Christophe Rousseau, Right: Kevin Sung)

Kevin Sung, CEO of Dionysus-group.com, hosted a special fine dining dinner for VVIPs in Korea with Jean-Christophe Rousseau, owner of Gold Emotion and Comte de Mazeray. The drinks presented at the event were praised by the attendees for providing a visual and sensory experience beyond just a drinkable product.

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At this event, Gold Emotion and Comme des Mazerés delivered the brand's philosophy and value to consumers by providing a visual and sensory experience that goes beyond simple beverages. Kevin Sung, CEO, added, "We plan to help Korean consumers make important moments in their lives more valuable through this special brand, and to select an importer to approach consumers at a more reasonable price," showing a strong commitment to the Korean market.



Photo = Provided by Kevin Sung

Gold Emotion is a unique beverage containing 24-carat gold pieces, and has a unique position in the luxury beverage market. The gold pieces that sparkle inside the bottle are not just for show, but also as a tool for customers to commemorate special moments. Representative products include champagne and rosé made from the best grapes in the Champagne region of France, and non-alcoholic sparkling apple juice. Champagne and rosé stimulate consumers' taste buds with their sophisticated taste and delicate bubbles, while sparkling apple juice is a non-alcoholic beverage that can be enjoyed by all ages and is popular among families.



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Gold Emotion is expanding its territory beyond the mainstream market to luxury food culture. Developed in collaboration with Peugeot, 'Maximil Gold' is an innovative kitchen tool designed to sprinkle gold flakes on food or drinks.

This product can be used not only in high-end restaurants but also at home, and helps consumers experience the essence of luxury. This effort is highly regarded for not simply selling products, but also suggesting a new way for customers to experience luxury in their daily lives.

Comte des Mazeray is a brand born from the heritage of French aristocrat Joseph Comte de Mazeray, and presents unique luxury drinks that combine tradition and innovation. The brand's flagship product, 'Luxor Brut', was inspired by the splendor of the Palace of Versailles, and adds 24-carat gold pieces to sparkling wine to provide both a gorgeous visual and a sophisticated taste.



Photo = Provided by Kevin Sung

He was a French aristocrat in the late 19th century, and after returning from the United States, he attracted attention by introducing a new luxury culture that added innovation to French tradition. In particular, he enjoyed making luxury gifts using gold, and among them, ideas such as gold-infused cognac became the cornerstone of the Comme des Mazerets brand philosophy today. His legacy continues to this day, providing unique and luxurious experiences to consumers around the world.

Both brands have established a unique position in the global luxury spirits and beverage market beyond France, with Gold Emotion reaching a new consumer base by introducing a localised luxury drink in the Australian market.



Photo = Courtesy of Jean-Christophe Rosseau (Left. Jean-Christophe Rosseau, Right. Princess Charlene of Monaco)

In addition to its global strategy and product offering targeting high-end consumers, Comme des Mazerés also offers differentiated value through bespoke orders using 24K gold for special moments. In particular, the Gold Emotion was featured at an event attended by Prince Albert and Princess Charlene of Monaco, proving the brand's reliability.

Korean consumers now value not only product quality but also original storytelling and sensory experiences. These two brands are meeting these consumer needs and leading the new luxury trend in the domestic market.

The two brands emphasize that luxury beverages go beyond mere glamour and provide experiential value that makes important moments in life even more special. Gold Emotion and Comme des Mazerés are ready to continue to set new standards in the global luxury beverage market and provide unforgettable experiences to Korean consumers.

Dionysus Group Co., Ltd. has secured exclusive rights to the two brands in Korea through an official partnership agreement and is currently in the process of selecting an importer to provide consumers with special products at reasonable prices. With Dionysus Group's exclusive rights and selection of an importer, Korean consumers are expected to be able to experience global luxury liquor more closely.

Editor's note:

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Golden Innovation in Luxury Beverages: Champagne and Cognac Make Their Mark in Korea

Gold Emotion and Comte de Mazeray Showcase the Essence of France

Kevin Sung, CEO of Dionysus Group Co., LTD(Dionysus-group.com), together with Jean-Christophe Rousseau, the owner of Gold Emotion and Comte de Mazeray, recently hosted an exclusive fine-dining event for VVIPs in Korea. The event featured beverages that went beyond mere drinks, offering a visual and sensory experience that captivated attendees and drew widespread acclaim.

The brands presented their offerings as more than beverages, delivering immersive sensory experiences that communicated their philosophy and values to consumers. Sung expressed his strong commitment to the Korean market, stating, "We aim to help Korean consumers make their life's significant moments more meaningful through these exceptional brands. By selecting the right importer, we plan to offer these premium products at more accessible prices."

Gold Emotion stands out in the luxury beverage market with its unique drinks infused with 24-karat gold flakes. The shimmering gold inside the bottles transforms them into more than just drinks—they become tools for celebrating life's most special moments. Its flagship products include champagne and rosé crafted from the finest grapes of France's Champagne region, as well as a non-alcoholic sparkling apple juice. The champagne and rosé are celebrated for their refined taste and delicate effervescence, while the sparkling apple juice, catering to all age groups, is a popular choice for family consumers.

Gold Emotion is also expanding its influence beyond the beverage industry into the realm of luxury dining culture. In collaboration with Peugeot, the brand developed the innovative Maximil Gold, a kitchen tool designed to sprinkle gold flakes over dishes and drinks. This product is versatile enough for use in upscale restaurants and at home, allowing consumers to experience the pinnacle of luxury in their daily lives. This approach has been highly praised for offering more than just products—it introduces new ways to integrate luxury into everyday experiences.

Comte de Mazeray, meanwhile, is rooted in the legacy of 19th-century French aristocrat Joseph Comte de Mazeray. The brand combines tradition with innovation to offer unique luxury beverages. Its signature product, Luxor Brut, draws inspiration from the grandeur of the Palace of Versailles. The sparkling wine, adorned with 24-karat gold flakes, offers both visual brilliance and refined taste, making it an exceptional indulgence.

Joseph Comte de Mazeray, who returned to France in the late 19th century after a stay in the United States, gained awareness for introducing innovative luxury concepts rooted in French tradition. Among his creations were gold-infused luxury gifts, such as cognac—a concept that became the foundation of Comte de Mazeray's philosophy. Today, his legacy lives on, delivering unique and sophisticated experiences to consumers around the world.

Both brands have established themselves as leaders in the global luxury beverage market. Gold Emotion has gained traction in markets such as Australia, where it has tailored its offerings to local tastes, while Comte de Mazeray has differentiated itself with strategies aimed at high-end consumers globally. Notably, Gold Emotion served as the main beverage at an event attended by Prince Albert II and Princess Charlene of Monaco, solidifying its credibility as a luxury brand.

Korean consumers, who increasingly value both quality and compelling storytelling, are expected to embrace these brands enthusiastically. Gold Emotion and Comte de Mazeray emphasize that their products are more than luxurious—they are tools for creating unforgettable memories and celebrating life's pivotal moments.

Dionysus Group has secured exclusive partnerships to represent these prestigious brands in Korea and is in the process of selecting importers to ensure their offerings are made available at competitive prices. This partnership marks a significant milestone for Korea's luxury beverage market, bringing global excellence closer to home.

Gold Emotion and Comte de Mazeray are poised to redefine indulgence in Korea, setting a new standard for luxury beverages. With their arrival, Korean consumers can look forward to experience a golden era of refinement and sensory delight, one unforgettable moment at a time.

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#Premium Cognac and Gold Sparkling Wine

#Best French Champagne Brands in Seoul

#Gold-Infused Alcohol in Korea

#24K Gold Champagne Launched in Korea

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Reporter Kim Jae-kwon

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Kevin J. Sung

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