



GREY GOOSE  
RIVIERA CHIC



GREY GOOSE - RIVIERA CHIC

GREY GOOSE

RIVIERA CHIC  
BY DAY

# RIVIERA CHIC

## BY DAY

RIVIERA CHIC BY DAY BRINGS TO LIFE THE EFFORTLESS STYLE AND SOPHISTICATED OF THE CÔTE D'AZUR, WHERE THE DAYS ARE SPENT SOCIALISING BY THE POOL, RELAXING ON THE BEACH OR CRUISING OVER THE WATER.

RIVIERA CHIC BY DAY IS CASUAL AND RELAXED YET PREMIUM. THE ICONIC 1950'S STYLE MADE FAMOUS BY BRIDGET BARDOT AND GRACE KELLY AND EPITOMISED IN THE GOLDEN SUMMERS IN ROMANTICISED SLIM AARON'S PHOTOGRAPHY, IS GIVEN A CONTEMPORARY TWIST AS GREY GOOSE BRINGS INFORMAL FRENCH LUXURY TO SUMMER OCCASIONS AROUND THE WORLD.

DRINKS ARE LONG AND REFRESHING YET EXQUISITELY BALANCED, FOOD IS INFORMAL BUT BURSTING WITH MEDITERRANEAN FLAVOUR AND EVERYTHING REVOLVES AROUND THE POOL.



# RIVIERA CHIC

BY DAY



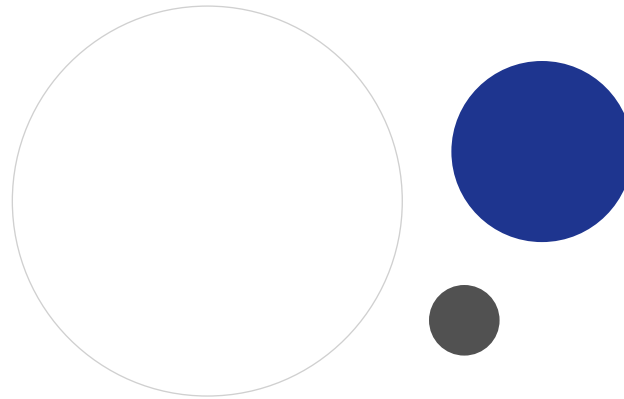
## VISUAL PALETTE.

PLAYFUL USE OF TYPOGRAPHY AND LIGHTER COLOUR PROPORTION GIVES OUR CORE BRAND A BRIGHTER FEEL REMINISCENT OF THE FRENCH RIVIERA IN SUMMER.

LIGHT  
BRIGHT AND  
FRESH

### TYPOGRAPHIC STYLE.

Big, bold use of GREY GOOSE Outline and Light.  
Smaller use of GREY GOOSE Bold.



### COLOUR RATIO.

Predominantly white with blue accents.



### TEXTURES & PATTERNS.

French Riviera umbrella patterns, hamper basket weave and beach towel cotton.



Branded towels.

Suspended sail shades.

# DECOR



Patterned umbrellas.



Geometric patterned rugs.



Patterned cushions and chairs.



Daytime pavilion.



## WHERE TO ACTIVATE.

RIVIERA CHIC BY DAY CAN BE BROUGHT TO LIFE IN SUMMER OCCASIONS ALL OVER THE WORLD, FROM POOLSIDE BRUNCHES, TO DAYTIME CLUBS AND BOAT PARTIES.



## RIVIERA CHIC AT SOHO DESERT HOUSE.

IN APRIL 2015, GREY GOOSE BROUGHT  
RIVIERA CHIC TO LIFE  
IN PALM SPRINGS, CALIFORNIA FOR  
THE COACHELLA FESTIVAL.

WE TRANSFORMED SOHO DESERT  
HOUSE INTO A CORNER OF THE CÔTE  
D'AZUR THROUGH IMMERSIVE GUEST  
EXPERIENCES AND INNOVATIVE DRINKS  
SERVES.

UPCOMING ACTIVATIONS  
BOULANGERIE FRANCOIS TERASSE  
LONDON, UK

IN SUMMER 2015 GREY GOOSE WILL BE  
TAKING OVER THE TERRACE AT HARVEY  
NICHOLS WHICH WILL HAVE A RIVIERA  
CHIC THEME.



GREY GOOSE - RIVIERA CHIC

GREY GOOSE

RIVIERA CHIC  
BY NIGHT

# RIVIERA CHIC

## BY NIGHT

AS THE SUN SETS OVER THE MARINA, THE BOATS COME IN TO DOCK AND THE PROMENADE BURSTS TO LIFE WITH MUSIC AND ENERGY. POOLS AND GARDENS ARE ILLUMINATED WITH COLOUR AND WHITE SAILS TWINKLE AS SHIMMERING LIGHTS BOUNCE OFF THE WATER.

RIVIERA CHIC BY NIGHT TAKES THE VIVACIOUS EVENING WATERSIDE AMBIENCE OF THE CÔTE D'AZUR AND ELEVATES IT WITH AN ELEGANCE AND SOPHISTICATION THAT IS CHARACTERISTICALLY GREY GOOSE.



# RIVIERA CHIC

BY NIGHT



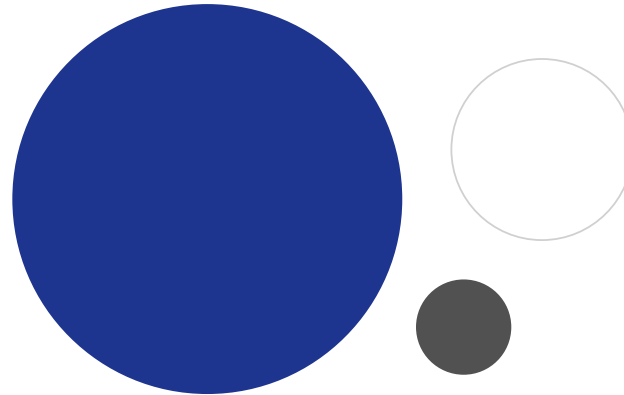
## VISUAL PALETTE.

PLAYFUL USE OF TYPOGRAPHY AND LIGHTER COLOUR PROPORTION GIVES OUR CORE BRAND A LOOK AND FEEL REMINISCENT OF WATERSIDE PROMENADES ALONG THE FRENCH RIVIERA.

LIGHT  
BRIGHT AND  
FRESH

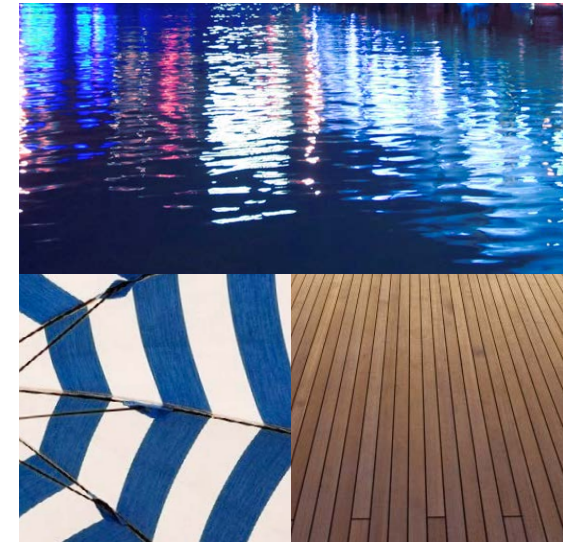
### TYPOGRAPHIC STYLE.

Big, bold use of GREY GOOSE Outline and Light.  
Smaller use of GREY GOOSE Bold.



### COLOUR RATIO.

Bold use of blue and white with less grey.



### TEXTURES & PATTERNS.

Light reflecting on water, bold geometric patterns and luxurious wooden decking.



Festoon lighting.



Luxury outdoor seating.



Patterned cushions and table runners.



Patterned umbrellas.

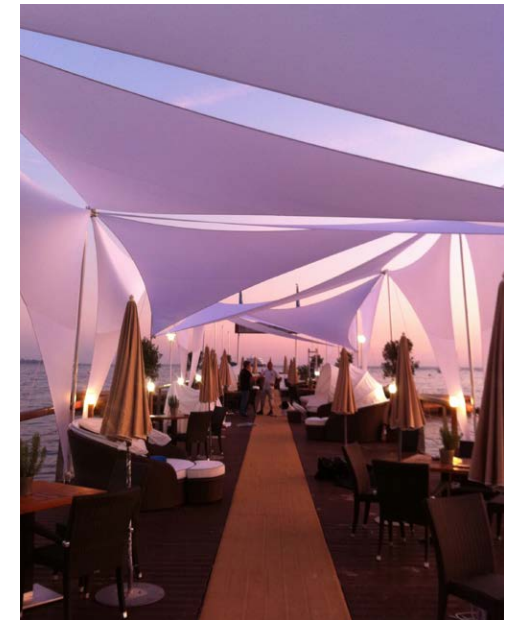


Geometric patterned rugs.

# DECOR



Illuminated water lanterns.



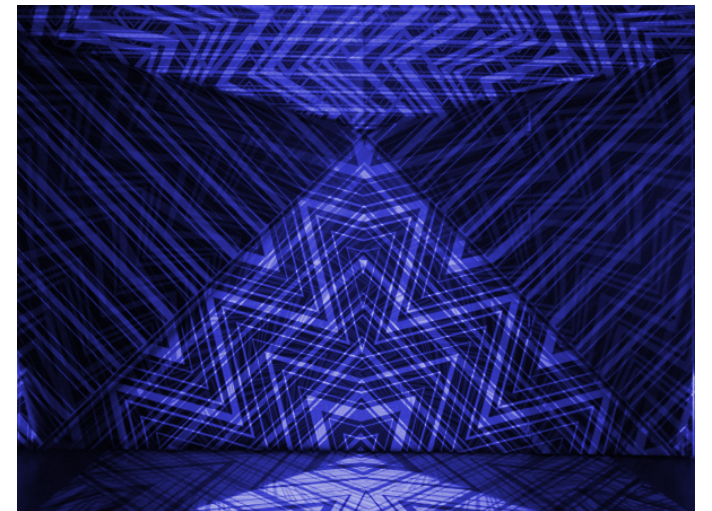
Suspended sails.

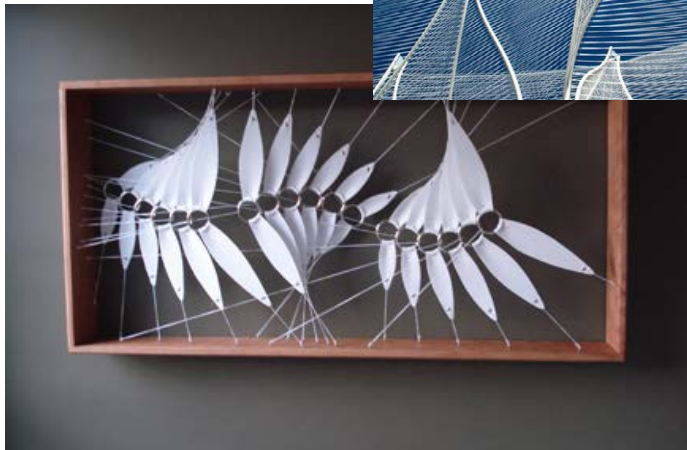


## RIVIERA PATTERN PROJECTION.

THE SINGLE MOST RECOGNISABLE  
ICON OF THE FRENCH RIVIERA IS  
THE CLASSIC BLUE AND WHITE  
PATTERNED UMBRELLA.

AT NIGHT, WE CELEBRATE THIS  
ICONIC FORM BY PROJECTING  
PATTERNS THROUGHOUT  
NIGHTCLUBS AND EVENING  
VENUES THAT TRANSPORT GUESTS  
TO THE FRENCH RIVIERA.

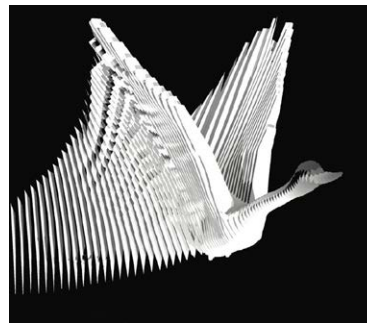




## LONE GOOSE INSTALLATION.

A SUSPENDED LONE GOOSE  
SCULPTURE CREATED FROM SAILS  
THAT CAN BE INSTALLED INSIDE OR  
OUTSIDE NIGHT VENUES.

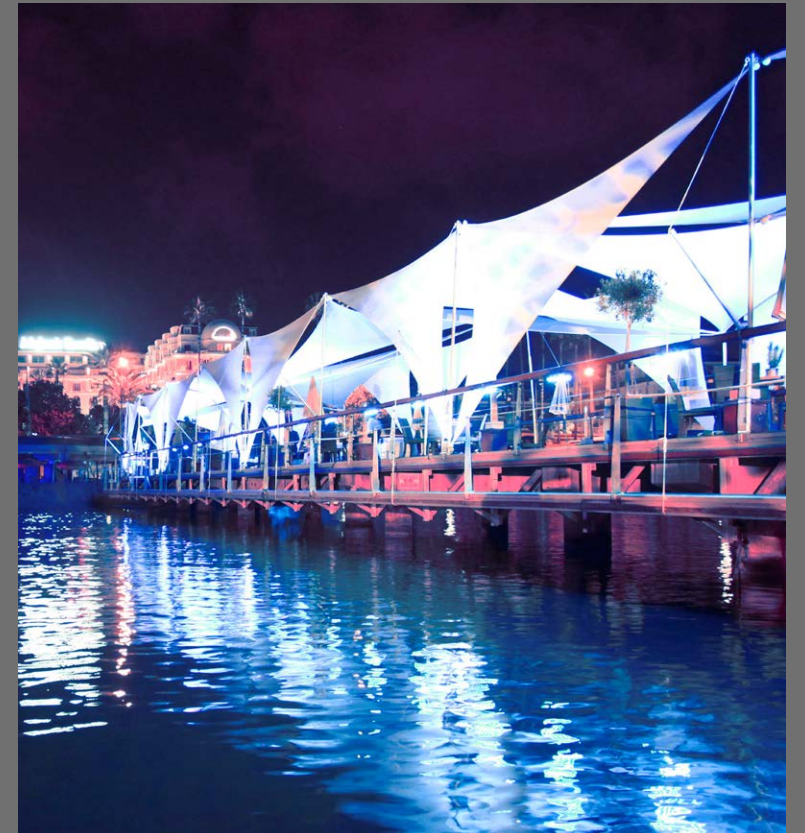
THE SAILS WHICH CAN VARY IN SIZE  
WILL BE ILLUMINATED AND BRING  
A BRING SOME POWERFUL GREY  
GOOSE ICONOGRAPHY TO THE  
CELEBRATION.





## WATER PROJECTIONS.

ANIMATED WATER RIPPLES CAN  
BE PROJECTED ONTO WHITE  
SUSPENDED SAILS AND THE  
DANCEFLOOR TO CREATE A  
WATERSIDE SENSORY EXPERIENCE.







## ILLUMINATED POOL AND GARDENS

AT NIGHT, UNDERLIT PLANTS  
AND ILLUMINATED POOLS  
ARE FEATURED IN POPULAR  
PROMENADES AND GARDENS  
ALONG THE FRENCH RIVIERA.

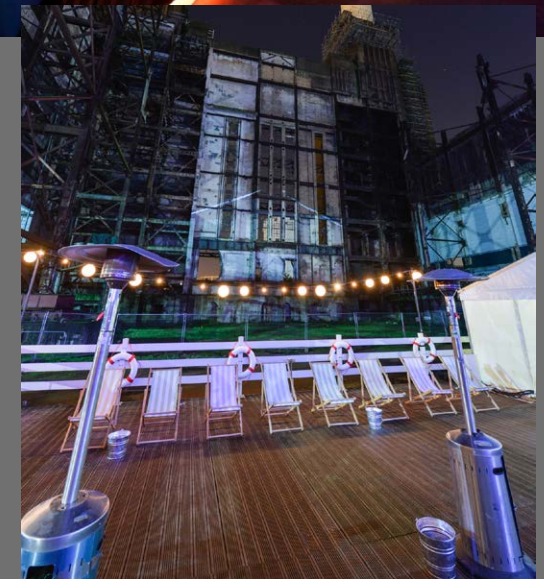
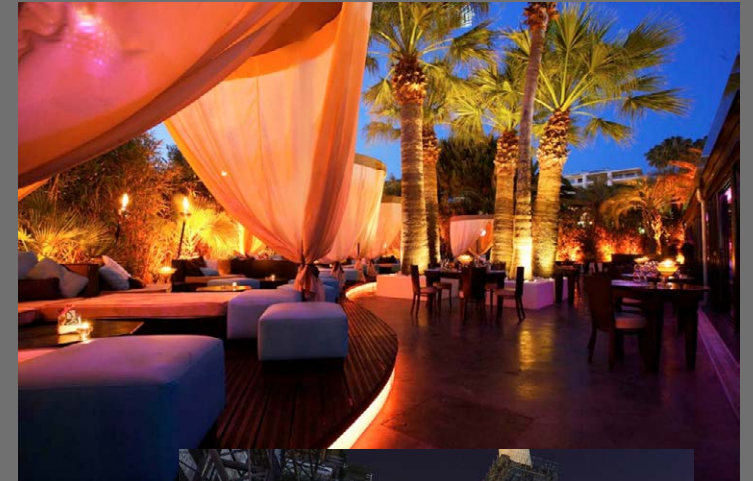
BLUE AND WHITE LIGHTING  
CAN BE USED TO RECREATE THIS  
CHARACTERISTIC LOOK AND FEEL  
WHILE VISUALLY REINFORCING  
OUR PRIMARY BRAND COLOURS.





## WHERE TO ACTIVATE.

RIVIERA CHIC BY NIGHT CAN BE BROUGHT TO LIFE IN SUMMER OCCASIONS ALL OVER THE WORLD, FROM POOLSIDE PARTIES, TO ROOFTOP TERRACE SOIRÉES AND NIGHTCLUBS.



DRINKS  
EXPERIENCES

# GREY GOOSE, SUMMER SOIRÉE SERVES.

ELEVATE THE CLASSIC  
GREY GOOSE, LIME AND SODA,  
BY SERVING WITH CHILLED PERRIER,  
FRESH CITRUS AND A SPRIG  
OF FRESH HERBS.

## WHY IT WORKS

CAPITALISES ON THE POPULARITY OF THE EVER  
POPULAR GREY GOOSE, LIME AND SODA, BUT  
ELEVATES IT FOR THE DISCERNING PALATE.

THE SIMPLICITY OF THE DRINK MEANS THAT  
CONSUMERS CAN TASTE THE SUBTLITIES OF  
GREY GOOSE VODKA.



## GREY GOOSE, SUMMER SOIRÉE SERVES.

A SIGNATURE SERVE FOR EACH  
GREY GOOSE FLAVOUR.



GREY GOOSE  
& PERRIER  
WITH 2 LIME WEDGES  
AND A SPRIG OF MINT.



GREY GOOSE LA POIRE  
& PERRIER  
WITH 2 LIME WEDGES  
AND A SPRIG OF ROSEMARY.



GREY GOOSE L'ORANGE  
& PERRIER,  
WITH 2 LEMON WEDGES  
AND BASIL LEAVES.



GREY GOOSE LE CITRON  
& PERRIER  
WITH 2 LEMON WEDGES  
AND A SPRIG OF THYME.



## GREY GOOSE LE FIZZ.

AN ELEGANT AND REFRESHING  
COMBINATION OF GREY GOOSE  
VODKA, ST-GERMAIN ELDERFLOWER  
LIQUEUR AND FRESH LIME JUICE,  
SERVED IN A FLUTE TOPPED WITH  
CHILLED SODA.

### WHY IT WORKS

HUGELY REFRESHING AND SESSIONABLE.

THE 'FLY BEYOND' ALTERNATIVE TO  
CHAMPAGNE.

BALANCED FLAVOUR PROFILE MAKES  
IT THE PERFECT APÉRITIF

## GREY GOOSE LE GRAND FIZZ.

A LONG VERSION OF THE  
GREY GOOSE LE FIZZ, MADE  
WITH GREY GOOSE, ST-GERMAIN  
ELDERFLOWER LIQUEUR AND  
CHILLED SODA, SERVED IN A WINE  
GLASS OVER ICE.

### WHY IT WORKS

HUGELY REFRESHING AND SESSIONABLE.

BUILDS ON THE POPULARITY OF THE  
APÉROL SPRITZ, BUT ELEVATES IT FOR  
OUR DISCERNING AUDIENCE.

THE WINE GLASS SPEAKS TO THE  
FRENCH HERITAGE OF GREY GOOSE.



## GREY GOOSE PRESSÉ CAFETIÈRES.

A TWIST ON THE CLASSIC FRENCH PRESSÉ, WITH GREY GOOSE, FRESH LEMON, SUGAR AND CHILLED PERRIER SERVED IN CAFETIÈRES FOR A REFRESHING, SHARING SERVE.

### WHY IT WORKS

ELEVATES THE TRADITIONAL FRENCH PRESSÉ SERVE, TURNING IT INTO A SOCIAL RITUAL.

### SERVING SUGGESTION

CAN BE BROUGHT TO THE TABLE COMPLETE OR MADE UP AT THE TABLE FOR EXTRA THEATRE



## GREY GOOSE LE PUNCH.

ICE COLD GREY GOOSE PUNCHES  
DESIGNED FOR SHARING. MADE  
USING GREY GOOSE FLAVOURS,  
FRESH FRUITS, ICE AND SUGAR  
AND SERVED IN PUNCH BOWLS.

THESE CAN BE SERVED FROM A  
BAR, OR AS AN ELEVATED BOTTLE  
TO TABLE EXPERIENCE WHERE THE  
HOSTS PREPARE THE PUNCH AT  
THE TABLE.

### WHY IT WORKS

SIMPLE, LONG AND REFRESHING, THESE  
ARE PERFECT TO SHARE, YET HIGHLY  
PREMIUM DUE TO THE USE OF FRESH  
INGREDIENTS.



# EXPERIENTIAL ELEMENTS

## HOSTS.

DEDICATED GREY GOOSE TRAINED  
STAFF, DRESSED WITH SUBTLE  
RIVIERA CUES.

OUR RIVIERA CHIC HOSTS ARE  
RELAXED AND ACCOMMODATING  
WITH AN INTERNATIONAL FLAIR. THEY  
ARE ELEGANT AND SOPHISTICATED  
WITH A CAREFREE WARMTH.



## ENTERTAINMENT.

BRINGING THE EXTRAORDINARY  
TO LIFE THROUGH EXCEPTIONAL  
ENTERTAINMENT, COLLABORATIONS  
AND EXPERIENCES.

### FLY BEYOND EXPERIENCES.

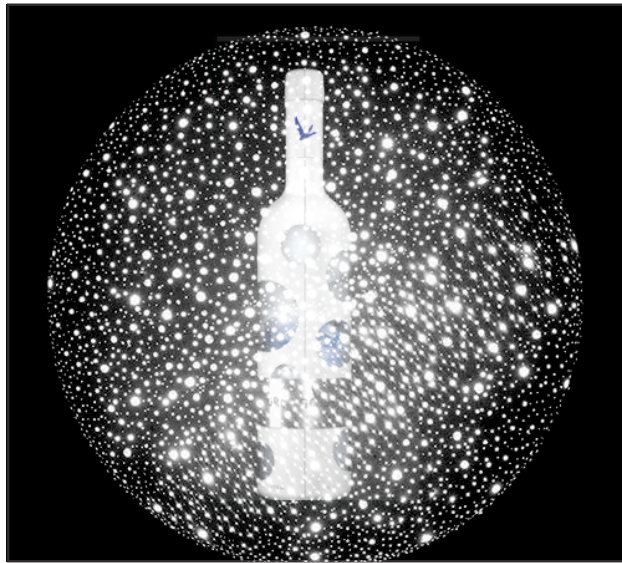
BELLE AND SEBASTIAN - DJ SET  
AT SOHO DESERT HOUSE  
COACHELLA 2015.

CHOREOGRAPHED FLY BEYOND POOL  
PERFORMANCES.

# LA SOIRÉE BLANCHE GUEST EXPERIENCE.

LA SOIRÉE BLANCHE IS A CELEBRATION OF  
SUMMER DAYS AND NIGHTS. IT BRINGS THE  
LUXURIOUS WHITE FEEL OF DAY CLUBS INTO  
THE HIGH OCTANE NIGHT  
TIMEENVIRONMENT.

THE EXPERIENCE IS ELEVATED BY BESPOKE POS  
AND LIGHTING ALONGSIDE HIGH END  
ENTERTAINMENT, INCLUDING 'LIGHT' ACROBATS.





LONE GOOSE ON  
BOTTOM OF POOL.

AN ICONIC STATEMENT GOOSE  
THAT ENABLES US TO OWN THE  
MOST IMPORTANT ELEMENT OF  
ANY RIVIERA CHIC ACTIVATION,  
THE POOL.





PERSONALISED AND LUXURIOUS  
PORTRAITS.

# SOCIAL AMPLIFICATION.

INNOVATIVE AND  
ELEGANT WAYS TO CREATE  
SHARABLE CONTENT.



FLY BEYOND 'DRONIES'.



# RECIPES



GREY GOOSE  
SUMMER SOIRÉE  
SERVES.



GREY GOOSE  
& PERRIER.

RECIPE.

50ml GREY GOOSE vodka  
125ml French sparkling water (we recommend Perrier)  
1 lime wedge, squeezed

GARNISH.

1 lime wedge  
1 mint sprig

METHOD.

Build in a glass with ice, squeeze 1 lime wedge and discard it. Add GREY GOOSE and top up with Perrier and garnish.



GREY GOOSE  
LA POIRE & PERRIER.

RECIPE.

50ml GREY GOOSE La Poire  
125ml French sparkling water (we recommend Perrier)  
1 lime wedge, squeezed

GARNISH.

1 lime wedge  
1 rosemary sprig

METHOD.

Build in a glass with ice, squeeze 1 lime wedge and discard it. Add GREY GOOSE La Poire and top up with Perrier and garnish.

GREY GOOSE  
SUMMER SOIRÉE  
SERVES.



GREY GOOSE  
L'ORANGE & PERRIER.

RECIPE.

50ml GREY GOOSE L'Orange  
125ml French sparkling water (we recommend Perrier)  
1 lemon wedge, squeezed

GARNISH.

1 lemon wedge  
1 basil sprig

METHOD.

Build in a glass with ice, squeeze 1 lemon wedge and discard it. Add GREY GOOSE L'Orange and top up with Perrier and garnish.



GREY GOOSE  
LE CITRON & PERRIER.

RECIPE.

50ml GREY GOOSE Le Citron  
125ml French sparkling water (we recommend Perrier)  
1 lemon wedge, squeezed

GARNISH.

1 lime wedge  
1 rosemary sprig

METHOD.

Build in a glass with ice, squeeze 1 lemon wedge and discard it. Add GREY GOOSE Le Citron and top up with Perrier and garnish.



**GREY GOOSE**  
LE FIZZ.

**RECIPE.**

35ml GREY GOOSE vodka  
25ml St-Germain elderflower liqueur  
20ml fresh lime juice  
70ml chilled soda

**METHOD.**

Add GREY GOOSE, St-Germain and lime juice in to a cocktail shaker.  
Top with cubed ice and shake.  
Double strain into a chilled flute and serve topped with chilled soda.  
Garnish with a GREY GOOSE stirrer.



**GREY GOOSE**  
LE GRAND FIZZ.

**RECIPE.**

35ml GREY GOOSE vodka  
15ml St-Germain elderflower liqueur (to taste)  
125ml chilled soda  
2-3 wedges of fresh lime, squeezed

**METHOD.**

Build all ingredients over ice in a wine glass and top with the chilled soda.  
Stir and garnish with a GREY GOOSE stirrer.



## GREY GOOSE PRESSÉ CAFETIÈRES.

6 serves in a 600ml capacity vessel.

### RECIPE.

350ml GREY GOOSE vodka (approx half bottle) - this can also be done table side

100ml simple syrup

100ml fresh lemon juice (or juice of 2 lemons)

About 2 lemons worth of cut into wheels

A handful of fresh mint

Chilled soda

### GARNISH.

1 lemon wheel

1 sprig of mint

GREY GOOSE stirrer

### METHOD.

Build all ingredients in the cafetière except soda and stir. Allow the mixture to macerate for 2-3 minutes before plunging.

Pour in to rocks glasses filled with cubed ice, top with soda and serve.

Le Pressé Cafetières can be prepared table side to add theatre to the serve ritual.

### PRESSÉ CAFETIÈRES RECIPE MODIFICATIONS.

Use different combinations of citrus to experiment with Le Pressé.

Fresh oranges instead of lemons for a 'tournevis' (French for screw driver).

Grenadine syrup instead of simple syrup for a 'pressé rosé'.

Or try swapping soda for tonic, lemonade, or ginger beer.

## GREY GOOSE LE PUNCH.

30 serves in a 5L capacity vessel.

### RECIPE.

- 1.75L GREY GOOSE vodka
- 250ml fresh lemon juice
- 200ml sugar syrup
- 5 lemons sliced into wheels
- Fresh mint sprig
- Chilled soda (optional)

### GARNISH.

- 1 lemon wheel
- 1 sprig of mint
- GREY GOOSE stirrer

### METHOD.

Build all ingredients in the Le Punch vessel, fill with good quality ice and stir.

Le Punch can be prepared table side to add theatre to the serve ritual.

Note: With solid ice cubes it's good to add in a little water for dilution.

Present on bar/table with glasses and a GREY GOOSE ice bucket (with ice scoop) filled with ice. Soda optional.



# ASSETS.

THIS IS A CATALOGUE OF AVAILABLE EXISTING GLOBAL ASSETS HOWEVER PRODUCTION MAY BE MORE COST EFFECTIVE AND EFFICIENT IN LOCAL MARKETS.



STRIPED PARASOLS.

5ft: c.\$150

9ft: c.\$200

[www.worldmarket.com](http://www.worldmarket.com)



FLIP TOP HAMPER.

18in L x 12in W x 10in H

Cost per hamper = c.£61

Production lead time: 8 weeks + delivery from US (either sea freight or air)

[www.peterborobasket.com](http://www.peterborobasket.com)



WOVEN HAMPER.

40cm L x 30cm W x 19cm H

Hamper = £32.50

Per leather tag and liner = c.£35.25

Production lead time: 1/2 weeks

[www.thebasketcompany.com](http://www.thebasketcompany.com)



EMBROIDERED TOWELS.

40cm L x 30cm W x 19cm H

Cost per towel = £14.50 + £25 disc set up fee

Production lead time: 7-10 working days

[www.bilko.tv](http://www.bilko.tv)

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**PREMIUM MIXER BOTTLES  
(250ML / 500ML).**

Cost per bottle 250ml =  
c. £2.45 depending on order size

Cost per bottle 500ml =  
c. £2.90 depending on order size

Lead time: 1 week

[www.bottlecompanysouth.co.uk](http://www.bottlecompanysouth.co.uk)  
[www.wholesaleglassbottles.com](http://www.wholesaleglassbottles.com)



**PUNCH VESSEL.**

5L  
£318.32

Production lead time: 4-6 weeks

Note: Local or off the shelf solutions can be  
used if timings are an issue

[www.drinkstuff.com](http://www.drinkstuff.com)  
[www.amazon.com](http://www.amazon.com)



**PRESSÉ VESSELS.**

600ml  
£182.54

Production lead time: 4-6 weeks

Note: Local or off the shelf solutions can be  
used if timings are an issue

[www.amazon.com](http://www.amazon.com)  
[www.johnlewis.com](http://www.johnlewis.com)



**STEEL, POWER COATED  
LONE GOOSE FOR  
BOTTOM OF THE POOL.**

1.5 x 1.5m  
£1,500-£2,000

Lead time: 3 weeks



THIS IS A CATALOGUE OF AVAILABLE EXISTING GLOBAL ASSETS HOWEVER PRODUCTION MAY BE MORE COST EFFECTIVE AND EFFICIENT IN LOCAL MARKETS.



ACRYLIC GLASSWARE.

Rock glasses \$2.10 each  
Martini glasses \$2.86 each  
Champagne flutes \$2.75 each



FRENCH GARDEN DISPLAY.

c. £2000  
[www.foundrentals.com](http://www.foundrentals.com)



MIXING VESSEL.

Price on request

