

MAISON MUMM & DAVID GUETTA LAUNCH A NEW DARING AND AVANT-GARDE VIDEO CLIP

3 November, Maison Mumm revealed, its second music video created with superstar DJ David Guetta during a concert in Melbourne to coincide with the Melbourne Cup Carnival. This innovative partnership pushes the limits with a futuristic vision of one of the most daring urban horse races.

The spectacular new video, builds on the huge success of the previous collaboration 'Dangerous', which scored more than 127 million views on YouTube.

The new clip to the soundtrack of David Guetta's latest single Bang My Head (featuring Sia and Fetty Wap), features the DJ and a woman taking up the reins in a breath-taking horse race through an urban landscape. David Guetta emerges triumphant and celebrates with the ultimate icon of victory: a bottle of Mumm Cordon Rouge champagne.



David Guetta at the Melbourne Cup, after having launched his new video clip in collaboration with Mumm



The video reinforces Maison Mumm’s avant-garde credentials and references its global horse racing sponsorship worldwide. Known as “the race that stops a nation”, the Melbourne Cup Carnival is regarded as most prestigious two-mile handicap in the world, whose winner naturally receives a jeroboam of [Mumm Cordon Rouge](#). This year, whilst the race was run on 3 November, Maison Mumm started its celebrations at Melbourne’s Hisense Arena with an exclusive one-night-only concert by David Guetta – his only concert in Australia in 2015. It was, for the Australian fans, the opportunity to discover in exclusivity his new video clip in collaboration with Mumm.

In the run-up to the Melbourne Cup Carnival, David Guetta has joined Maison Mumm in launching a daring campaign on social media. Under the hashtag #MUMMDaresYou, Maison Mumm ([@GHMUMM](#)) will challenge the DJ to attempt a series of dares around champagne – a fun, one-of-a-kind initiative that reflects Mumm’s pioneering values.

David Guetta said of the partnership: *“Maison Mumm is a brand that breaks with tradition, does things differently and puts forward unexpected experiences for my video clips, so I jumped at the chance to partner with them again.”*

César Giron, CEO of Maison Mumm, commented: *“We are very proud to be launching this new collaboration with David Guetta at the Melbourne Cup Carnival. It is a great opportunity to reinforce the daring values of our brand through the video clip”.*

As an icon of victory and celebration, Maison Mumm has the ambition to bring unique and thrilling experiences to people worldwide – a mission that is sure to be accomplished with these latest daring and exciting initiatives.

The video clip is available on the following link:

www.mumm.co/davidguetta-bmh



ABOUT MAISON MUMM

[Mumm](#) is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world's co-leader in Spirits & Wines. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide*. Mumm Cordon Rouge, recognisable by its red ribbon—a symbol of excellence—is the perfect embodiment of the spirit of the House: it stands out through the freshness and intensity of its style, which successive generations of cellar masters have successfully maintained and handed down. * IWSR 2014

Find more information on Mumm website: www.mumm.com

ABOUT DAVID GUETTA

[David Guetta](#) is world-renowned for having played a seminal role in the rise to prominence of Electronic Dance Music, or “EDM”. He is one of a handful of producers whose signature sound has marked their era. More than simply an icon of dance music, David Guetta is emblematic of an entire generation. To date, he has sold nine million albums and 35 million singles worldwide, and has one of the largest followings of any artist on social networks, with 55 million Facebook fans, more than 18 million followers on Twitter and three million Instagram subscribers.

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