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Virgin Airlines Australia BEYOND THE CHATEAUX



429,000 readers - June 2017 BE BORDÔ

Stéphane Quien launched Bordô(www.bebordo.com) with the millennial market in mind. “I wanted to find a way to bring the young generation back to Bordeaux,” Quien says. His labels feature pictograms of fish, chicken and fruit. “I prefer to have packaging that is a bit more eye-catching. This way, people will taste our wines and realise that yes, ‘Bordeaux is good; [it] is finesse, [it] is elegant.’”

