



A NEW LOOK LES LÉGENDES

We wanted to better tell the story of Bordeaux, in a way that is more inviting and engaging for consumers.
To this end we gave Les Légendes a more developed identity and a design refresh.

LES LÉGENDES TAKES YOU BEHIND THE SCENES IN BORDEAUX

Bordeaux is a unique and welcoming place full of different characters, just like the Les Légendes wines. With 6 generations of winemaking experience, the Rothschild family is able to truly give a sense of what Bordeaux wines are all about in a knowledgeable and approachable way. This allows the consumer to feel confident that they're making the right choice.

EACH WINE HAS ITS OWN STORY THAT TRANSPORTS CONSUMERS TO BORDEAUX, HIGHLIGHTING THE UNIQUE CHARM OF THAT APPELLATION

- Les Légendes logo is now more modern with better standout
- "Les" recalls the idea of a "collection" of wine – "R" refers to Rothschild name
- New Illustration plays a large part in the Les Légendes identity and integrates the concept of discovery where different illustrations for each wine reflect the different appellations
- Prominent appellation both in size and gold color
- Domaines Barons de Rothschild (Lafite) Signature



BORDEAUX
ROUGE 2018

BORDEAUX
ROUGE 2018

BORDEAUX
BLANC 2019

BORDEAUX
BLANC 2020

MÉDOC
2018

MÉDOC
2018

PAUILLAC
2016

PAUILLAC
2017

ST. ÉMILION
2016

ST. ÉMILION
2018



NEW PACKAGING FOR ALL 5 WINES WILL START SHIPPING FROM BORDEAUX IN MAY 2021

LES LÉGENDES BORDEAUX: IN OUR ROOTS FOR GENERATIONS.



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