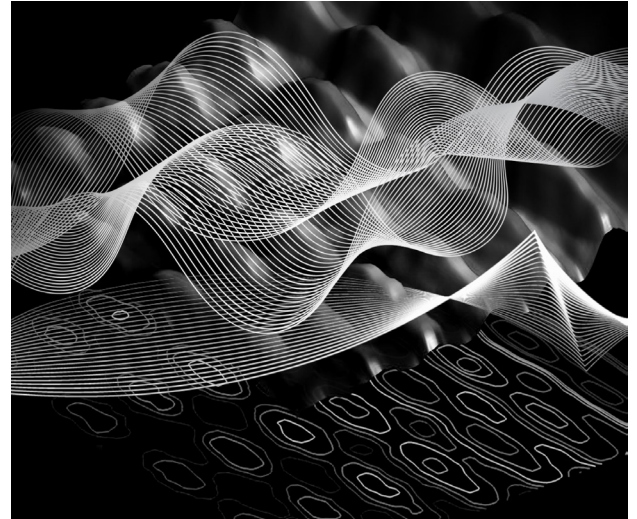
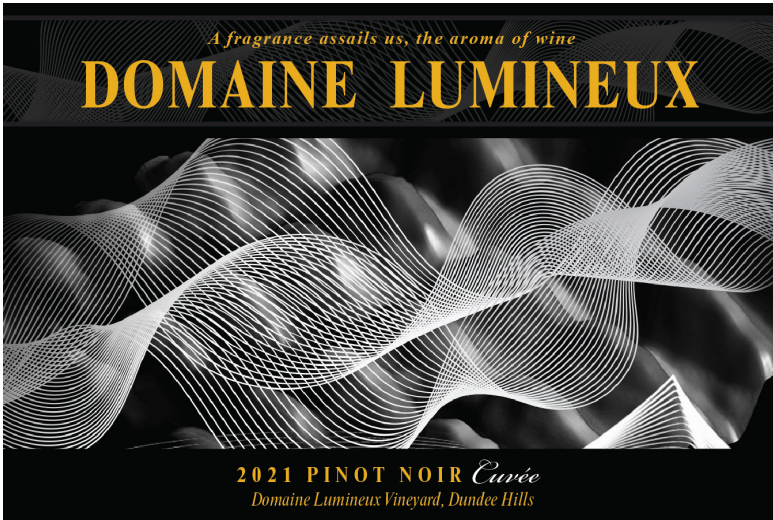


*A fragrance assails us, the aroma of wine*

# DOMAINE LUMINEUX

## WHAT'S THE STORY BEHIND THE LABEL?



***As you've likely gathered from Domaine Lumineux's brand narrative, the wave-particle duality of light plays a significant role.***

This concept deeply inspired Francis Ford Coppola's vision for the branding of Domaine Lumineux, stemming from his fascination and passion for quantum physics and science as a whole.

Francis has been asked what he'd be doing if he didn't make films. His response was that he would have pursued a career in Nuclear Physics, a testament to his passion for this science that has remained strong since his childhood.

### The Label:

- The wave in the foreground of the image serves as an artistic representation of a light wave.
- You'll notice that same wave scattered across the Domaine Lumineux website, in our tasting room materials, and throughout our branding.
- In the background, you'll see some light splashes that have a bubble-like characteristic.
- If you look closely, you can see that those patterns are actually a continuum of waves.
- This particular segment of the label image holds significance as it is the first-ever photograph capturing both the wave and particle nature of light simultaneously. Prior experiments had only observed these behaviors separately.