



ABOUT US

The baobab holding GmbH was founded in 2011 by marketing expert Kolya K. Gröske and Designer/ Fashion Icon Papis Loveday.

The registered trademarks of the baobab holding complement each other in a unique way to look better, consume better, feel better.

Our consumers' brand love is based on our employees' extraordinary passion for a cosmopolitical lifestyle. With dedication, commitment and team spirit, we continuously innovate to establish new benchmarks in everything we do. Shaping the lifestyle goods industry sustainably is more than a job. It's our impulse, an attitude that is truly dear to our hearts. It drives us.

WE EMBRACE A MULTI-BRAND STRATEGY

We think you deserve choice. We believe no one should be reduced to just one of many facets and talents. No matter whether you are an gourmet, looking for the best champagne, or a fashionista searching for the next trend, or both – we want to engage with you in a long-lasting relationship. Our multi-brand strategy enables us to do just that because it allows us to tackle opportunities from several perspectives, as both a mass and a niche player, always providing distinct and relevant products. In this way, our brands and their sub-brands all keep their unique identity.

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CHAMPAGNE PAPIS LOVEDAY

The brand PAPIS LOVEDAY stands for exquisite taste, style, glamour and true elegance and this message now finds its expression in two exquisite varieties:

Champagne PAPIS Brut Cuveé -black edition- and Champagne PAPIS Brut Cuveé Rosé.

PAPIS is a handmade signature boutique Champagne from the Premier-Cru area of La Montagne in the heart of the Champagne.

Full of traditions and produced in the fourth generation, wonderful Champagne PAPIS Brut Cuveé reflects the perfect harmony of 80% Pinot Noir and 20% Chardonnay grapes - sourced only from the best Premier Cru vineyards.

The highly expressive bouquet of Champagne PAPIS Brut Cuveé Rosé stems from a superb marriage of 90% Pinot Noir and 10% Chardonnay grapes.

Not only the taste is exquisitely unique, but the craftsmanship and design of Champagne PAPIS is magnificent. "All over" 3D rubber lining and Paisley patterns resemble the fusion of traditional values with modern life style.

The creator and name giver of the lifestyle and fashion brand PAPIS LOVEDAY is said to be one of the most renowned and respected style experts across Europe. He reached international fame on the World's catwalks as the most successful black male model of all times.

To find out more about our brand, please visit us at

www.Champagne-Papis.com

