

EVENTS/CAUSES

Veuve Clicquot gets consumers polo-ready with help from Saks Fifth Avenue

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Veuve Clicquot Polo Classic at Liberty State Park, NJ

By JEN KING

LVMH-owned Champagne maker Veuve Clicquot is outfitting ticket holders for its annual Polo Classic May 30 through a partnership with department store chain Saks Fifth Avenue.

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Luxury Daily

Held at Liberty State Park, NJ, the eighth annual Veuve Clicquot Polo Classic combines the exciting sport of polo with relaxing enjoyment of sipping a flute of Champagne. As with most equestrian sports, the fashions worn on the sideline are part of the atmosphere of the event, as affluents who attend aim to outdo their counterparts with elaborate hats and outfits.

Dressing the part

The Champagne brand is encouraging tickets holders to the Veuve Clicquot Polo Classic to show off their #ClicquotStyle through a special offer exclusive to those purchasing Rosé Garden-level tickets.

On social media, Veuve Clicquot has been promoting its event, sharing a post that read, “The #VCPoloClassic Rosé Garden meets the #SaksGlamGardens!”

The retailer’s “Glam Gardens” campaign is a storewide initiative in the beauty

departments of all its stores for the month of May. Glam Gardens includes elaborate window displays, special events and unique floral offerings ([see story](#)).

Veuve Clicquot's post goes on to explain that attendees to the Polo Classic with Rosé Garden tickets will receive a \$100 gift card off their purchase at Saks' flagship location on New York's Fifth Avenue during the month of May. Saks is the event's official fashion partner.

The #VCPoloClassic Rosé Garden meets the #SaksGlamGardens!Each Veuve Clicquot Polo Classic Rosé Garden ticketholder...

Posted by [Veuve Clicquot](#) on [Thursday, May 7, 2015](#)

The gift card, which includes a private shopping appointment, is to be redeemed at the Fifth Avenue Club within the retailer's New York flagship. While at the store, consumers are encouraged to explore the Veuve Clicquot Polo Classic display on the fifth floor for polo-appropriate outfit inspiration, which will also be featured in the retailer's May magalog.

Since the promotion is only valid before the Veuve Clicquot Polo Classic May 30, this may spur consumers to purchase tickets well in advance to ensure that they will have the opportunity to visit Saks to redeem their gift card. Also, for Saks, consumers will have added incentive to visit its Glam Gardens display, or time their in-store purchase with an event hosted by the retailer.

In addition to the #CliquotStyle shopping experience at Saks, Rosé Garden tickets include access to the exclusive Veuve Clicquot Rosé Garden with dedicated seating and beautiful decor, a bottle of Veuve Clicquot Rosé Champagne per person, which retails for \$120, to be redeemed at the Rosé Garden bar and access to the Polo Classic's event grounds where merchandise tents and gourmet food trucks will be set up.

The ticket also includes "fast-pass" line privileges for a return ferry back to New York.

Veuve Clicquot Polo Classic Rosé Garden tickets are priced at \$500 each, and can be purchased [here](#). The Champagne brand also offers Early Access tickets for \$125 and General Admission for \$65, but these levels do not include the exclusive seating options, complimentary Champagne and Saks gift card.

Supporting role

Veuve Clicquot has been associated with the sport in England with the Veuve Clicquot Gold Cup, but in 2008 it decided to bring a Veuve Clicquot event to the United States. At first the Veuve Clicquot Polo Classic was in New York, but in 2010, the brand brought the event to Los Angeles in the Will Rogers State Historic Park.

Veuve Clicquot remains active in the polo season beyond the Los Angeles event by sponsoring matches and clubs in Connecticut, New Jersey, Florida and elsewhere in California ([see story](#)).

During the 2014 Veuve Clicquot Polo Classic held in Los Angeles this past October, the Champagne maker turned to fashion to encourage #ClicquotStyle at the event.

For the 2014 polo match, Veuve Clicquot joined with Charles Philip Shanghai to create a shoe collection that was sold at its Polo Classic event.

The Veuve Clicquot-inspired shoe was in gray and the brand's mustard yellow color found on its Champagne labels. Introducing the shoes at a brand sponsored event likely sparked intrigue among consumers who were already interacting with the brand ([see story](#)).



Veuve Clicquot shoes by Charles Philip Shanghai

Luxury brands court the affluent through polo sponsorships, special products and brand alignment.

High-end watchmakers, automakers, hospitality leaders, spirits brands and fashion labels have flocked to the world of polo to cosset the crowds and gain the elite cachet it imparts. While mainstream sports provide brands with lots of noise useful for spreading campaign awareness, sports with high barriers of entry generate loyalists ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York

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