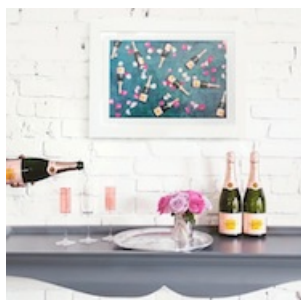


OUT OF HOME

Veuve Clicquot lengthens its Polo Classic via branded prints

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Veuve Clicquot Gray Malin prints

By STAFF REPORTS

LVMH-owned Champagne brand Veuve Clicquot is elongating its Polo Classic through a collaboration with photography and interiors brand Gray Malin.

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Now in its sixth year, the Veuve Clicquot Polo Classic in Los Angeles will take place on Oct. 17 at the Will Rogers State Historic Park, and for the occasion the Champagne house has developed a photography series with Gray Malin. By creating a keepsake that doubles as artful decor, Veuve Clicquot may see more of an interest in this branded content.

Decorative bubbly

The limited-edition prints were inspired by the Ros Garden, a VIP section, at the Veuve Clicquot Polo Classic. For consumers who attend the polo match each year, owning an artistic retelling of the memory may be appealing.

Prints created in partnership with Gray Malin were inspired by Veuve Clicquot's brand essence. With both brands "sharing a passion for timeless quality and exceptional vision," the print series aims to delight and inspire while reminding those who see them "to celebrate often and make every day a getaway."

The limited-edition series includes three prints, all of which feature branded imagery. "A Splash of Ros" shows a number of Veuve Clicquot bottles and rose petals floating in a pool, "Up, Up and Ros" captures two clusters of pink branded balloons tied to a bouquet of roses as they float away and lastly, "La Vie en Ros" includes parasols in different shades of pink being held up by unseen individuals with a bottle of the brand's Champagne set in the center.



Up, Up and Ros by Veuve Clicquot and Gray Malin

Prints begin at \$199 and can reach \$3,074 depending on size selections and framing options available from Gray Malin. A portion of the proceeds from the sale of the series will be donated to the Will Rogers History State Park in Los Angeles, the venue for Veuve Clicquot's Polo Classic ([see story](#)).

Luxury brands often commission artists to interpret their wares.

For example, British menswear label Alfred Dunhill showed off its fashions creatively with an Instagram series of commissioned artwork.

#CuratedByDunhill was published each week, and showed pieces from digital artist Ignasi Monreal. Using Instagram to show surreal interpretations of fashion helped to engage Dunhill's audience, while showing a more artistic side of practical attire ([see story](#)).

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