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Veuve Clicquot honors tradition with Day of the Dead celebrations

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Image from #ClicquotDia

By STAFF REPORTS

LVMH-owned Champagne house Veuve Clicquot is helping its followers fete the Mexican holiday Dia de los Muertos through a dedicated hub of its Tumblr.

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#ClicquotDia features entertaining tips from the event planners at Camille Styles and cosmetic tutorials by Make Up For Ever, ensuring that consumers can celebrate in style. Veuve Clicquot frequently uses its online channels to prove that its Champagne is a fitting choice for unexpected holidays, prompting bubbly libations for more events.

Deadly affair

Dia de los Muertos is a traditional Mexican holiday held after Halloween, giving participants the opportunity to honor their loved ones. It is now celebrated more widely in the Americas.

Veuve Clicquot has previously partnered with the Austin-based Camille Styles for Dia de los Muertos. Last year, the social campaign #Yelloween was housed on the brand's Twitter and Facebook accounts, as well as the planner's Web site ([see story](#)).

This year, Veuve Clicquot's tips and tricks have been expanded into a hub on its newly created Tumblr. Here, content surrounding the holiday is contained within one page, letting consumers get inspired by content in a gallery format.



Screenshot of Veuve Clicquot Tumblr

Posts include images from a sugar skull decorating party held by the event planners. During the week leading up to the holiday, sugar skulls are a common folk art used to honor loved ones who have passed. After the holiday on Nov. 2, these figures are taken to grave sites to honor the dead.

Consumers can get instructions on how to make and embellish their own sugar skull, as well as recipes on what to serve at a decorating gathering, such as pumpkin and black bean tostadas or a dulce de leche cake. Throughout the photos, Veuve Clicquot Champagne has a consistent presence, as a menu pairing or a beverage to enjoy while creating the skulls.

This year, Veuve Clicquot also worked with Make Up For Ever to offer tutorials for skull-inspired beauty looks.



Clicquot Dia face paint

Veuve Clicquot will also be holding events throughout the U.S. in New York, Boston, Dallas, Los Angeles, Tucson, AZ, and Miami that will feature the Clicquot Skull, inventive food and wine pairings, live entertainment and face painting by Make Up For Ever.

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