

COMMERCE

## Veuve Clicquot transforms Champagne boxes into customizable valentines

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*Veuve Clicquot Clicq' Call and Clicquot Message bottles*

By STAFF REPORTS

LVMH-owned Champagne house Veuve Clicquot is letting consumers send a message in a bottle with a personalization feature.

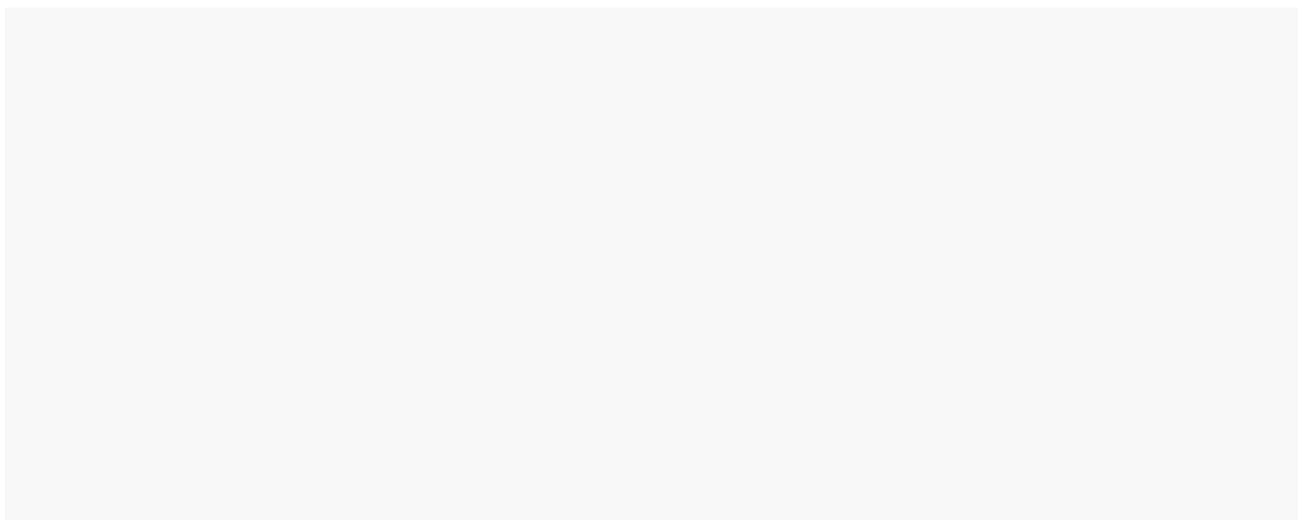
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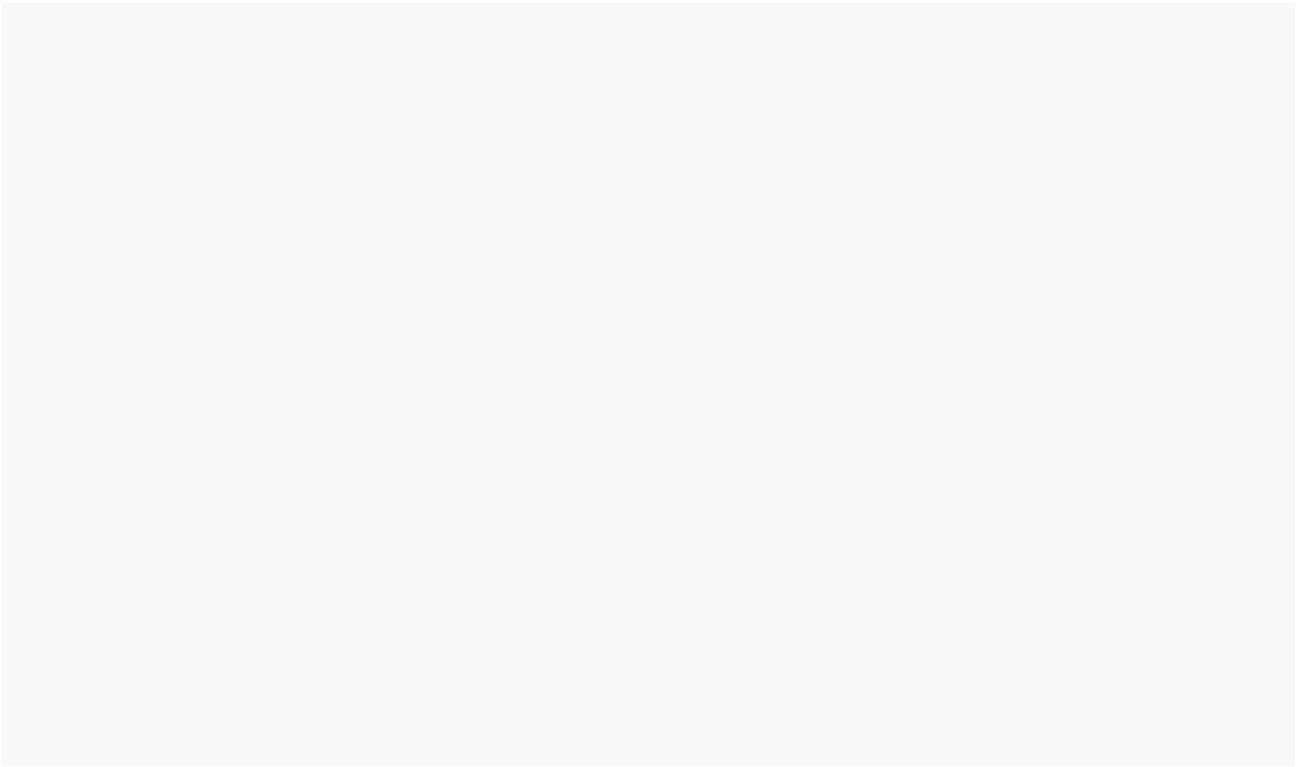
Veuve Clicquot is letting its Ros do the talking with new novelty boxes that give lovers the opportunity to record a message or spell out a note to their beloved with adhesive letters. Reminiscent of conversation hearts and recordable greeting cards, these may become a gift of choice to share a sign of affection with a valentine.

### Champagne communication

Veuve Clicquot introduced its new talkative boxes on Instagram. In short videos, the brand demonstrates how to use the packaging as a love note.

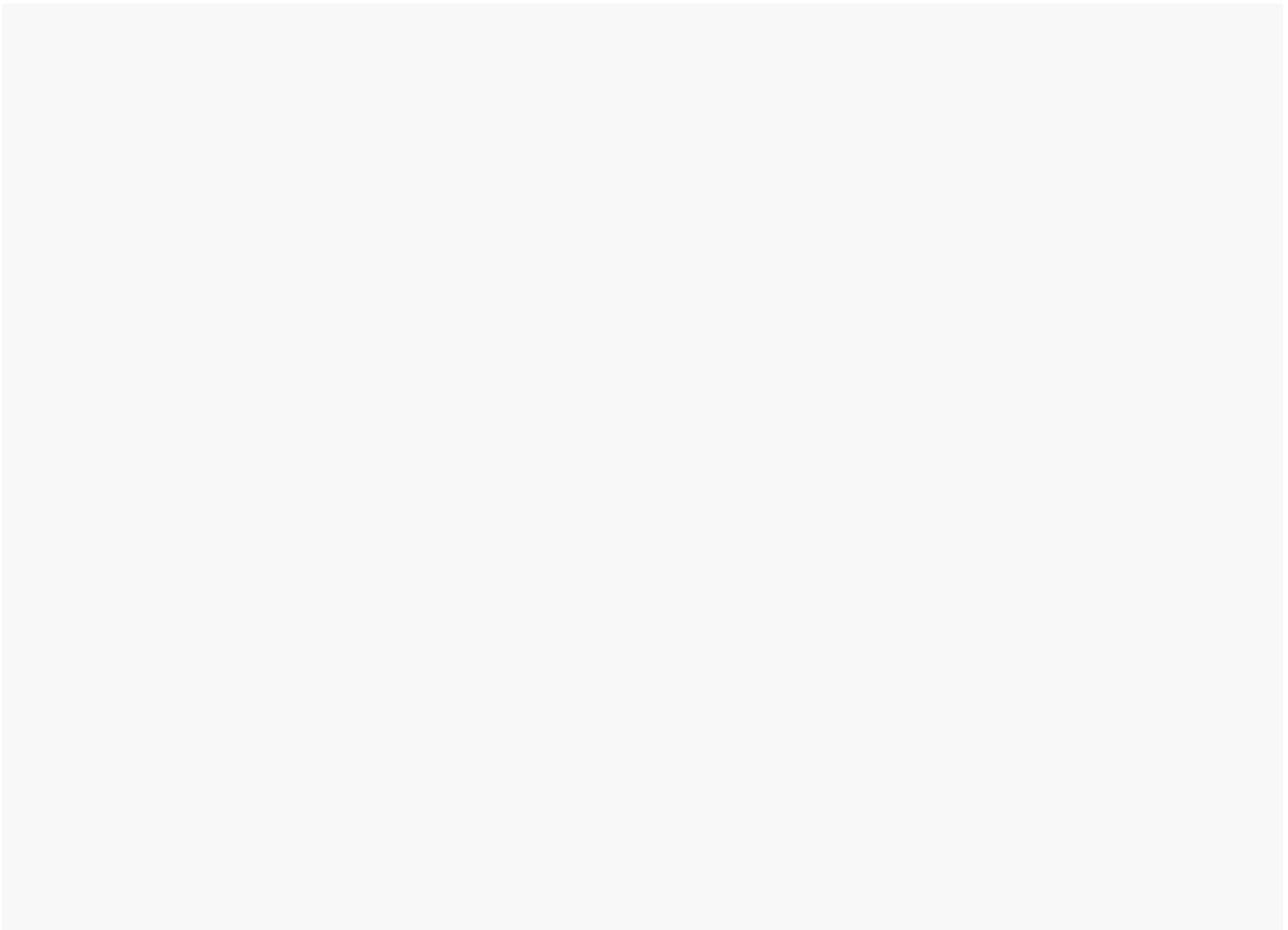
For Clicquot Message, a woman's finger reaches out and individually lifts letters off the side of a box as a typewriter sound effect plays. She then shakes the box, and the message "Let's meet!" magically appears.

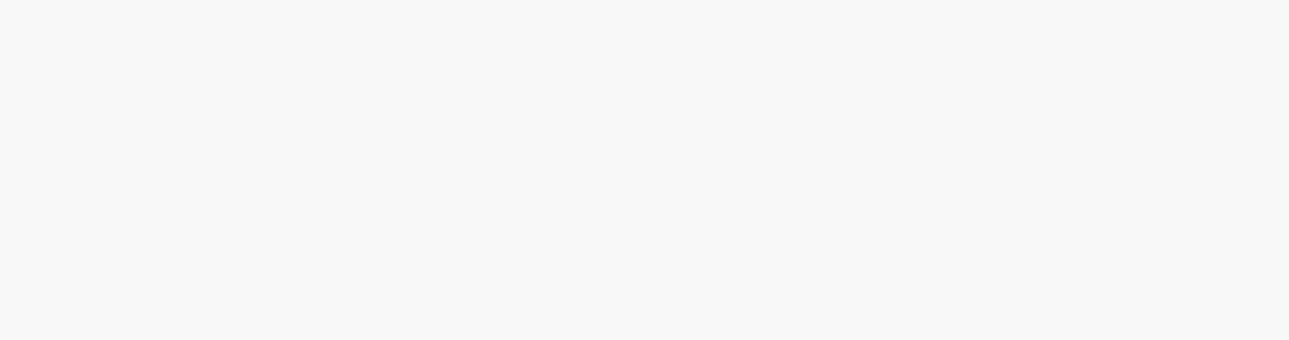




A video posted by Veuve Clicquot (@veuveclicquot) on Jan 30, 2016 at 1:31pm PST

For Clicq' Call, a woman shouts through a megaphone, with her words appearing as a speech bubble, saying "Can't wait." With a domino effect, a series of yellow branded wine glasses topple before knocking into the box. This causes the box to reply, "Call me."





A video posted by Veuve Clicquot (@veuvecliquot) on Jan 31, 2016 at 12:17pm PST

The boxes will be available in wine and spirit stores. According to [Robb Report](#), the boxes retail for \$69.

Other brands are pushing personalized gifting for Valentine's Day, allowing consumers to communicate everything with one gift.

For example, British accessories brand Anya Hindmarch is thinking outside the box with a curation of customizable keepsakes.

Anya Hindmarch's WOW Boxes program lets consumers have a say in every aspect of the gift, from its color or engraving to the goodies placed inside and more. Often including cheeky graphics or text on its products, allowing bespoke options will attract consumers to the Anya Hindmarch brand ([see story](#)).

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