

EVENTS/CAUSES

Mot & Chandon toasts living in the moment for UK events

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Mot & Chandon

By STAFF REPORTS

LVMH-owned Champagne maker Mot & Chandon is celebrating nearly 50 years since an unexpected tradition's start with a series of one-day only events.

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Dubbed Mot Party Day, the brand's inaugural event will take place on June 11 in London and other international cities including Paris, Hong Kong and Mexico City. The global event marks the day the celebratory Champagne spray was born in 1967 after Dan Gurney won the 24-hour Le Mans auto race in France.

Cause of celebration

After winning Le Mans, Mr. Gurney was given a Jeroboam bottle of Mot & Chandon, and decided to pop open the cork and spray Champagne on the crowd in celebration. Unbeknownst to Mr. Gurney, his actions that day would create a tradition that links Champagne to spontaneity, happiness and celebration.

On Mot Party Day, the Champagne house will host a "Now or Neverland" party at Victoria House in Bloomsbury, London. Three other major parties will be held throughout the United Kingdom with events in Brighton, Glasgow and Leeds.

At Victoria House, the building-wide party will immerse guests in a night of irresistible decadence with live sets from acclaimed DJs and underground performances, hidden within the venue. Mot's event embraces the "now," the party encourages revelers to "join the party and make your own moment in history."



Promotional image for Mot & Chandon

Mot & Chandon's latest advertising effort follows the same mantra of living in the now. Mot & Chandon's "The Now" builds off the Champagne brand's previous initiatives centered on #MoetMoments, an effort with a similar theme that encourages consumers to live in the moment ([see story](#)).

Tickets for Now or Neverland are priced at 60 or \$86, and including a bottle of Mot Mini Brut Imperial. An upgrade package is available for large groups with prices ranging from 500 to 900 or \$722 to \$1,300, respectively. Tickets can be purchased [here](#).

Furthering the celebration, 150 "impulsive" bottle openings will take place at bars and restaurants around the UK. Mot Ice Imperial, a Champagne designed to be enjoyed over ice, will be sampled at 60 shops in the UK as well.

As a royal warrant holder since 1955, Mot & Chandon will also raise a toast to HRH Queen Elizabeth II on June 11 for her 90th birthday weekend.

Combined the events on June 11 will be Mot & Chandon's largest nationwide celebration.

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