

FOOD AND BEVERAGE

Mot & Chandon vending machine raises \$85K for AIDS research

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Mot & Chandon's Mot Mini Vending Machine

By STAFF REPORTS

LVMH-owned Mot & Chandon raised \$85,000 for The Foundation for AIDS Research through an auction for its Mot Mini Vending Machine.

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During the Feb. 8 New York Fashion Week gala and auction, amfAR raised funds for AIDS research and awareness through bidding on artwork by Andy Warhol and Alec Monopoly, jewelry by Harry Winston and the Mot Mini Vending Machine, among other lots. In addition to bidding on the vending machine stocked with small bottles of Mot Champagne, the gala served the brand's bubbly to guests.

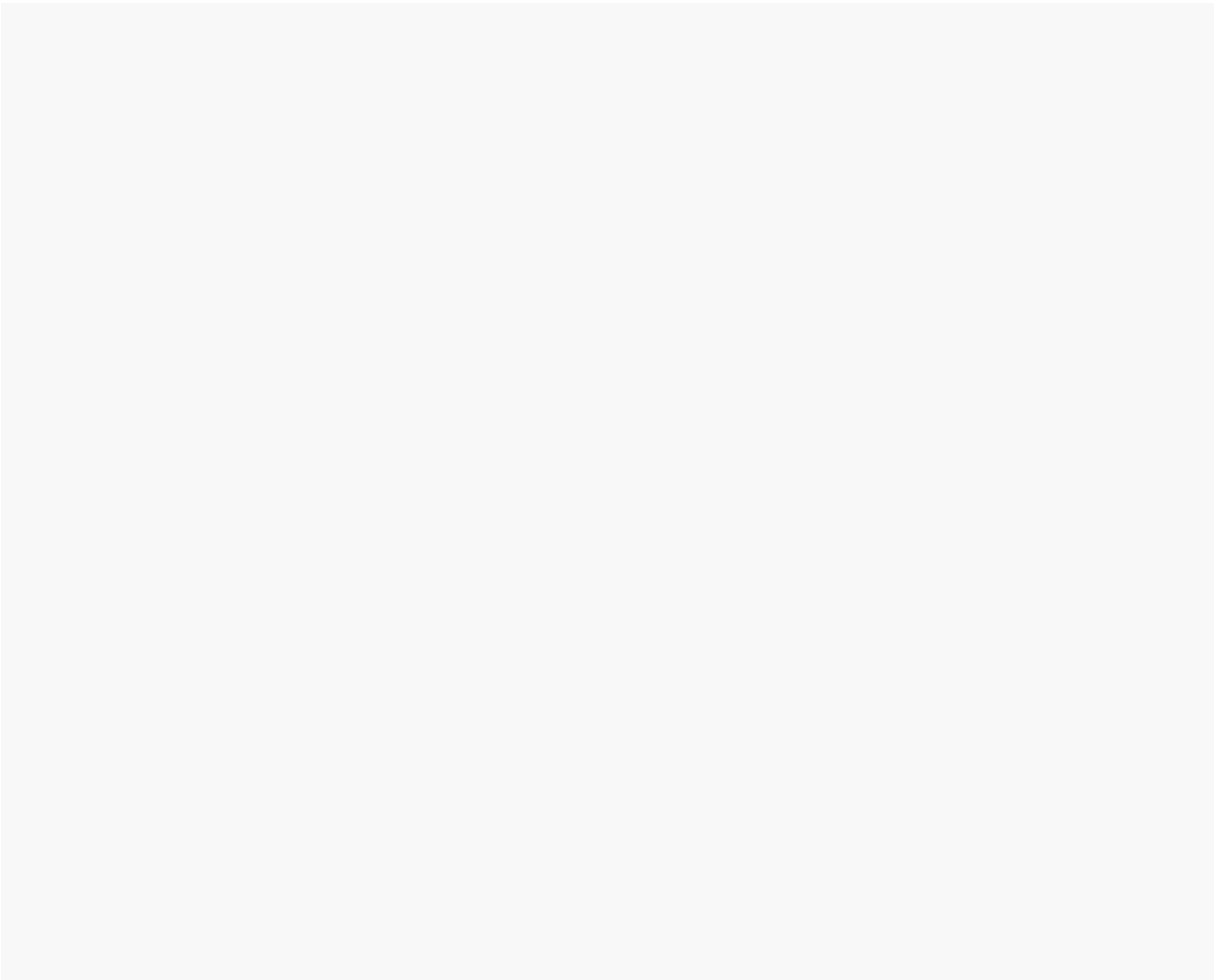
Poppin' bottles

Mot's Mini Vending Machine was designed in 2013 as a novelty item. The vending machine has a high-end look with a metallic rose gold finish, mimicking the color of Champagne.

The machine holds hundreds of 200ml Champagne bottles ([see story](#)).

During the amfAR gala, actor Alan Cummings demonstrated how the vending machine works to dispense Champagne, rather than candy or a bag of Cheetos, getting laughs from the crowd.

Mot's Mini Vending Machine was the highest bid of the evening Feb. 8, raising \$85,000 for amfAR.



We're thrilled to announce that the Mot Mini Vending Machine achieved the highest bid of the evening and raised 85k for @amfAR last night! Special thanks to the valiant and hilarious efforts of @alancummingsnaps. #MoetMoment #Repost @bunboyeats #Amfar #AmfarGala #AlanCumming #MoetVendingMachine #Moet

A video posted by moetusa (@moetusa) on Feb 9, 2017 at 4:18pm PST

Luxury brands have rallied behind amfAR's cause through limited-edition items for auction and through hosting charity events.

Last year, Harry Winston is continuing its multi-year partnership with amfAR by creating its first consumer product made specifically to benefit the organization.

The brand's Countdown to a Cure timepiece refers to amfAR's campaign of the same name, which aims to have the basis for a cure for the widespread disease by 2020. In addition to these new watches, Harry Winston acted as presenting sponsor of amfAR's annual Fashion Week New York Gala on Feb. 10 ([see story](#)).

Also, in 2015, department store chain Bloomingdale's is pedaling toward a cure for AIDS with an in-store event and partnership with amfAR.

Consumers were encouraged to go to their nearest Bloomingdale's location to participate in a virtual bicycle race, a metaphor for the medical race to end the epidemic through research funding. Bloomingdale's pledged \$75,000 toward the cause, but getting consumers actively involved in this initiative helped the fundraiser make more of an impact ([see story](#)).