

FOOD AND BEVERAGE

LVMH debuts ecommerce, experiential content site for Mot Hennessy spirits

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Image courtesy of Mot & Chandon

By STAFF REPORTS

French luxury conglomerate LVMH is focusing on its spirits business as the group begins an ecommerce entrance.

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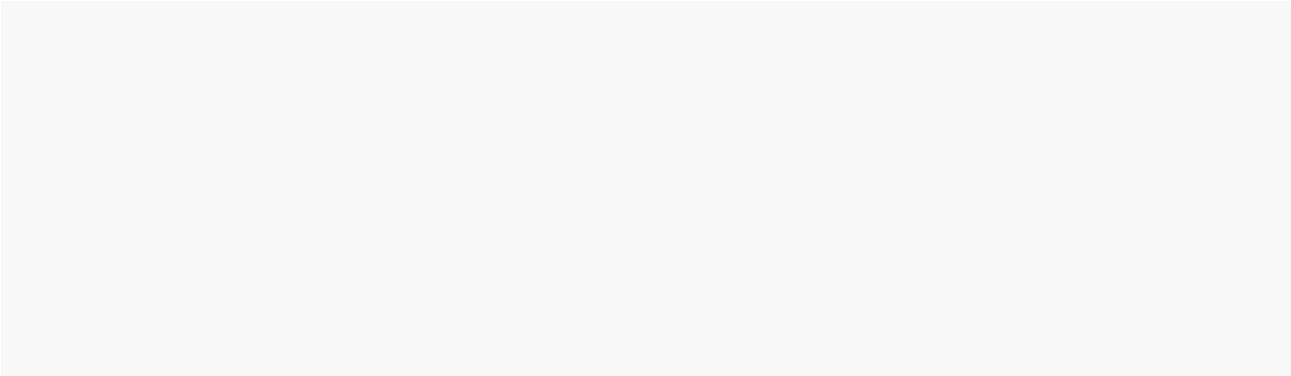
Although the sector is a pillar of LVMH's businesses, the spirits category is an interesting ecommerce testing ground due to the strict distribution regulations of alcoholic beverages, and how each market enforces such mandates. LVMH's ecommerce entrance will focus on the wine and spirits brands found under the Mot Hennessy banner.

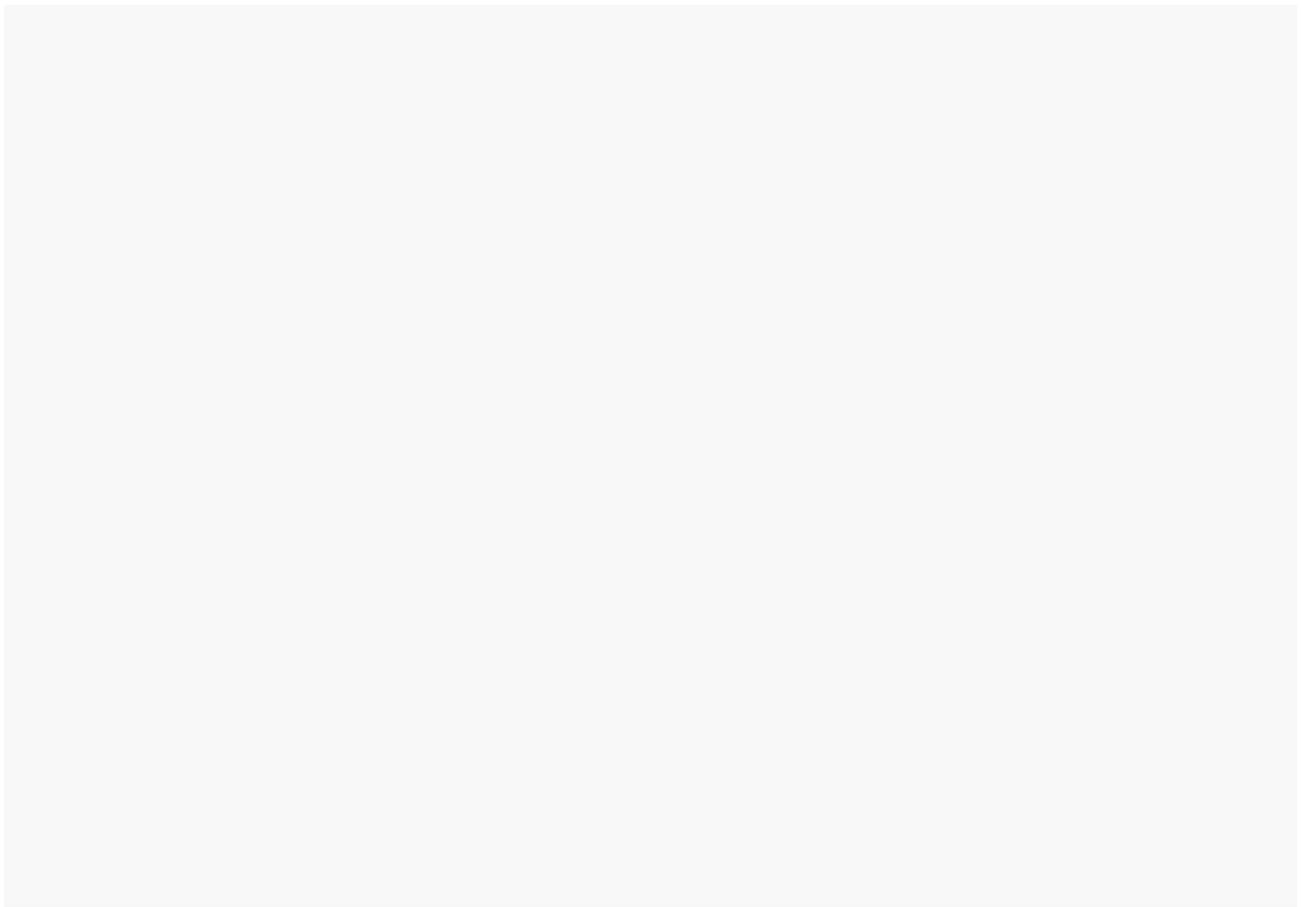
Three cheers for ecommerce

Per Business of Fashion, LVMH has teamed with startup Clos19, an experiential ecommerce platform focusing on spirits and lifestyle, for the launch.

Clos19 launched April 26 in the United Kingdom and will grow into Germany in the coming months. Additional markets are expected in the future.

Stephanie Watine Arnault, LVMH CEO Bernard Arnault's niece, is said to be leading the project.





Clos19, creating a contemporary take on art de vivre. Please be our guest...

A post shared by Clos19 (@clos19official) on Apr 25, 2017 at 6:47am PDT

Wines and spirits such as Mot & Chandon and Hennessy, will be sold through Clos19. In certain regions, consumers will be able to order Mot Hennessy spirits with 24-hour delivery service.

The experiential aspect of LVMH's dealings with Clos19 will include editorial content, organized pairings and branded events.

In March, LVMH announced its plans to enter the ecommerce field via a multi-brand platform set to May.

LVMH's platform will sell both its own brands and labels outside of its stable of houses, which includes Dior and Fendi. With an increasing portion of luxury sales coming from online channels, this venture will enable LVMH to capture part of this growth ([see story](#)).

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