

FOOD AND BEVERAGE

## Veuve Clicquot Polo Classic heralds milestone with brand partners

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*Veuve Clicquot's Polo Classic*

By SARAH JONES

Champagne house Veuve Clicquot is marking the 10th anniversary of its Polo Classic with help from fellow LVMH-owned labels Hublot and Fendi.

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To celebrate a decade of the annual sporting event at New Jersey's Liberty State Park, Hublot has created a limited-edition timepiece bearing Veuve Clicquot's signature yellow, while Fendi has launched its own memento. Throughout the years, Veuve Clicquot has taken on a number of partners in the retail and fashion space to enhance the guest experience.

"Veuve Clicquot has had a long association with polo, beginning in England with the Veuve Clicquot Gold cup, and was initially brought to New York to revive the sport in the area and support the idea of making it a more mainstream and accessible sport to all," said Vanessa Kay, senior vice president of Veuve Clicquot.

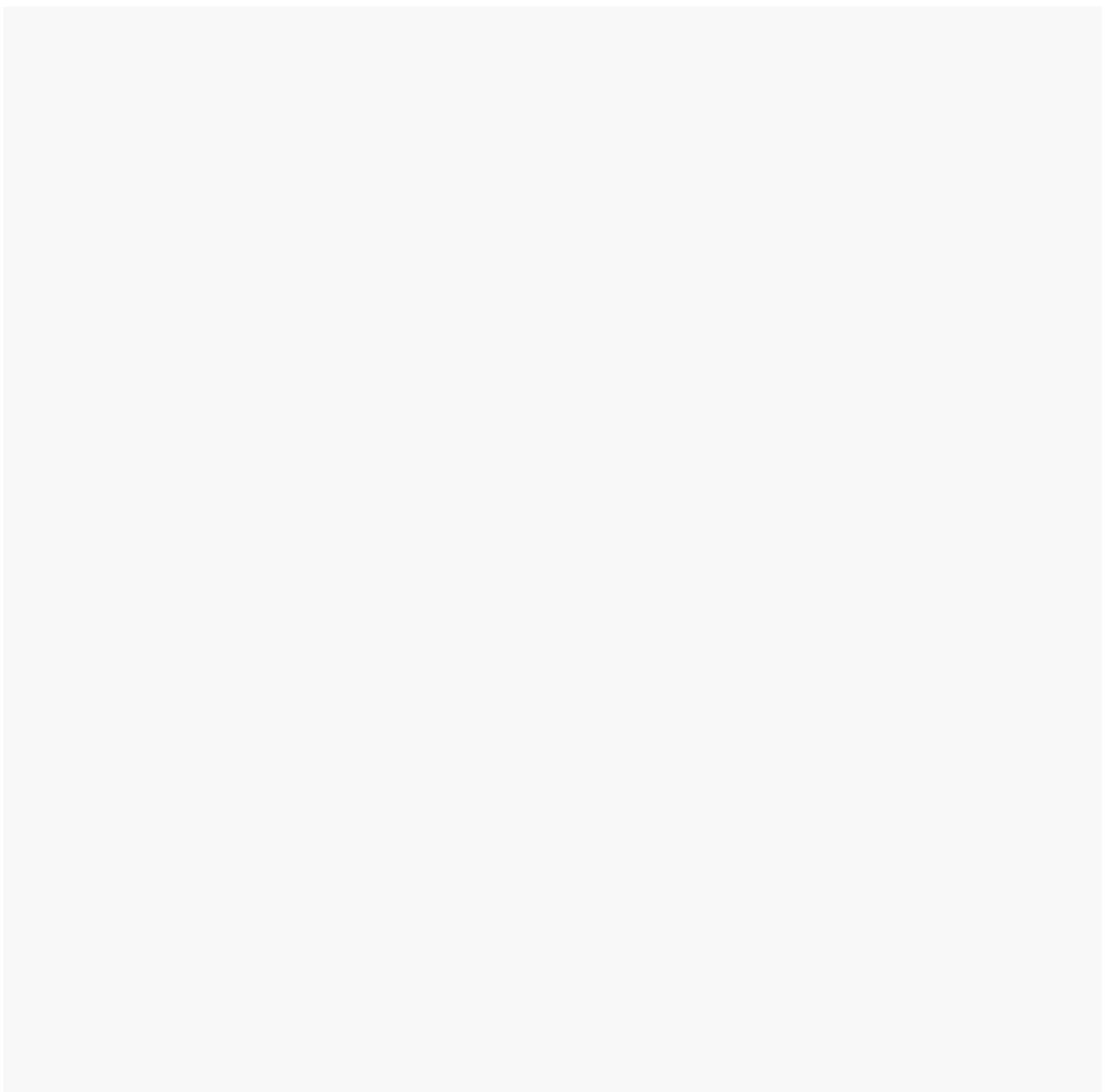
"Over the past nine years though, the event has continuously supported the brands' goal of encouraging consumers to enjoy Champagne not just for celebratory occasions, but really for everyday moments," she said. "Our namesake, Madame Clicquot, who courageously took over her husband's Champagne business in 1805 as a 27-year-old widow, and is responsible for shaping Veuve Clicquot into one of the greatest Champagne houses in the world, always strived for excellence in all she did.

"The Veuve Clicquot Polo Classic really allows the house to uphold and pay homage to her audacious and innovative spirit by bringing polo enthusiasts and champagne lovers this once-in-a-lifetime experience, of course with a Clicquot twist."

Marking a milestone

This year's Polo Classic will take place on June 3 in Jersey City, across the Hudson River from New York with the city's skyline as a backdrop.

On June 2, the Empire State Building will tease the event by turning on yellow lights.



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A post shared by Veuve Clicquot (@veuveclicquot) on Apr 21, 2017 at 12:14pm PDT

For the milestone year, Veuve Clicquot is launching 10 new experiences for attendees.

The brand has tapped actor Neil Patrick Harris to serve as host, "Hamilton" cast member Jordan Fischer will sing the national anthem and recording artist Alicia Keys will close the affair.

Veuve Clicquot is also making a donation to Ms. Keys' charity Keep A Child Alive, supporting the organization in addition to the event's official beneficiary Friends of Liberty State Park.

Polo player Nacho Figueras, who has played with royals, will take the field next to his wife Delfina Blaquier.

For its 10th anniversary, the Polo Classic is bringing back its exclusive Ros Garden pass level. Priced at \$500, the package entitles the buyer to a gourmet lunch, priority transportation access and early entry to the field before Ms. Keys' performance.

Ros Garden attendees will also be able to watch the matches from a garden with lounge seating, and they will be

gifted a bottle of Veuve Clicquot Ros and Veuve Clicquot sunglasses by Vuarnet.

During the event, the #FendiRoadTrip pop-up truck will make an appearance, selling accessories including a limited-edition pompom bag charm in Veuve Clicquot's yellow. Along with being available for purchase on-site at the Polo Classic, consumers can buy the commemorative accessories at select Fendi stores and on its ecommerce site.



*Fendi pompom charm for Veuve Clicquot Polo Classic*

Veuve Clicquot has designed a memento of its own, retailing a tin Champagne box. The Veuve Clicquot Polo Arrow features the words "Polo Classic" on the side.

The official timekeeper and scoreboard sponsor of the event, Hublot is further joining up with the Polo Classic on a limited-edition version of its AeroFusion Chronograph. The timepiece, of which only 10 were made, features two changeable straps, including one in Veuve Clicquot's signature marigold.

Retailing for \$17,000, the watches will be available exclusively at Hublot's Fifth Avenue boutique.

"The Veuve Clicquot Polo Classic has always turned out an exciting display of fashion and style, so a partnership with a luxury watch brand like Hublot really encapsulates the spirit of the event," Ms. Kay said. "We wanted to create something unique to celebrate and commemorate the 10th anniversary of the Veuve Clicquot Polo Classic and what better way to remember a special moment in time than a watch."

#### Polo partners

In 2015, Veuve Clicquot outfitted ticket holders for its annual Polo Classic May 30 through a partnership with department store chain Saks Fifth Avenue.

Held at Liberty State Park, NJ, the eighth annual Veuve Clicquot Polo Classic combined the exciting sport of polo with relaxing enjoyment of sipping a flute of Champagne. As with most equestrian sports, the fashions worn on the sideline are part of the atmosphere of the event, as affluents who attend aim to outdo their counterparts with elaborate hats and outfits ([see story](#)).

The year before, Veuve Clicquot joined with Charles Phillip Shanghai to create a shoe collection that was sold at its Polo Classic event in Los Angeles.

The Veuve Clicquot-inspired shoe was in gray and the brand's mustard yellow color was found on its Champagne labels. Introducing the shoes at a brand sponsored event likely sparked intrigue among consumers who were already interacting with the brand ([see story](#)).

"We are so excited to celebrate the 10th anniversary of the Veuve Clicquot Polo Classic this year and really wanted it to be a culmination of all the best experiences from the past nine years," Ms. Kay said.

"It was after a 70-year absence that Veuve Clicquot decided to help bring polo back to New York for its first Polo Classic in 2008, and our first event started as an intimate gathering of only 250 people," she said. "Over the years the event has evolved and consistently grown to help bring tens of thousands of consumers a one-of-a-kind Champagne and polo experience.

"We felt the 10th anniversary was the perfect time to provide our loyal fans and attendees with a day full of new offerings and experiences like the special musical performance from Alicia Keys following this year's match. We are also continuing the event's tradition of supporting meaningful charitable causes with this year's event benefiting Keep a Child Alive."

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