

FOOD AND BEVERAGE

Veuve Clicquot mixes sin and Champagne in London event

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Promotional image for Veuve Clicquot's Widow Series. Image credit: Veuve Clicquot

By STAFF REPORTS

LVMH-owned Champagne house Veuve Clicquot is paying tribute to its female founder's life story through a series of artistic events.

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For the third annual edition of the Veuve Clicquot Widow Series, the brand tapped magazine editor Carine Roitfeld and her creative content team at CR Studio as curator. This year's Widow Series, taking place on Oct. 20-21 in London, will invite guests to explore the seven deadly sins while doing good for amfAR.

Sinful soiree

Veuve Clicquot's Widow Series was inspired by Madame Clicquot, who took over her husband's business at age 27 after he passed away.

The inaugural Widow Series featured a partnership with photographer Nick Knight, whose curation centered on showcasing the work of artists, filmmakers and designers. Last year's event was envisioned by singer, dancer and director FKA twigs, whose Widow Series revolved around a multimedia experience surrounding the 12 zodiac signs.

For the 2017 event, Ms. Roitfeld took her cues from a frequent source of inspiration her favorite number.

"Seven has always been my lucky number in life," said Ms. Roitfeld in a statement. "I constantly find inspiration in the number seven: the shape of it, the sound of it and the meanings attached to it.

"It's the seven wonders of the world, it's lucky seven, it's the seven days of the week," she said. "Now, for me, it's the seven deadly sins."



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Visitors to the event will be able to view Ms. Roitfeld's stylish interpretation of topics such as pride, sloth, lust and greed during a two-hour experience. Her multisensory installation, which spans four stories, mixed her own French fashion aesthetic with influences of British rock n' roll.

The editor also pulled in a number of her fashion friends for the event. Rick Owens contributed to the envy portion, while Fendi and Gianvito Rossi both collaborated with Ms. Roitfeld on a secret installation for wrath.

Also helping to bring the editor's vision to life are co-creative directors Patrick Kinmonth and Antonio Monfreda, who have previously collaborated on projects such as a Valentino retrospective and the design of Missoni's Rodeo Drive flagship in Beverly Hills, CA.

Upon arrival, visitors will be served a complimentary glass of Veuve Clicquot Yellow Label by widows wearing Tom Ford. Additionally, attendees can purchase Champagne by the glass or bottle at the venue.

Tickets are priced at 35 pounds per person, or about \$46, half of which will go to amfAR, The Foundation for AIDS Research.

For beverage brands, translating the brand story into a physical experience can help consumers gain a greater understanding of their perspective, which often cannot be communicated in purely digital formats.

Cognac maker Rmy Martin immersed the public in its story through an experiential pop-up.

La Maison Rmy Martin New York took groups of 30 participants through a 90-minute experience complete with tastings and the opportunity to blend their own cognac. Open from Oct. 21-23 in 2016, this interactive display enabled the brand to interact with consumers in a branded space ([see story](#)).