

FOOD AND BEVERAGE

Mot & Chandon, Public School channel strength and anonymity for bottle collaboration

October 23, 2017



Behind-the-scenes with Dao-Yi Chow and Maxwell Osbourne for Mot x Public School Image credit: Mot & Chandon

By STAFF REPORTS

LVMH-owned Champagne house Mot & Chandon is helping fashion label Public School celebrate its tenth anniversary with three limited-edition bottle collaborations.

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As a spirit synonymous with celebrations, Mot & Chandon got together with Public School designers Dao-Yi Chow and Maxwell Osbourne just before the brand's 10-year anniversary. Mot & Chandon, along with a number of other brands in the spirits category, partner with outside creatives to release limited-edition collaborations.

You don't have to be loud to stand out

Public School was started by Mr. Chow and Mr. Osbourne when the designers set out to create the perfect black leather jacket. Since then, the color black has not only become a staple color in Public School collections, but also a way of life for the brand due to its "strength and anonymity" symbolism.

For its anniversary, Public School's designer duo worked with Mot & Chandon to channel their design aesthetic into three custom bottles of Mot Nectar Imperial Ros.

The bottle trio is available in 750ml, Magnum and Jeroboam sizes, and each includes a hidden design when illuminated. Mr. Chow and Mr. Osbourne used matte black for the design's foundation, which transforms the blush pink of the Champagne within the bottle.



Mot x Public School's limited-edition bottle shipper. Image credit: Mot & Chandon

Public School's exclusive Jeroboam bottle design, and the limited-edition bottle shipper which includes all three sizes, incorporates fine black leather detail.

The Mot Nectar Imperial Ros bottles designed by Public School will be available for a limited time on SherryLehmann.com and local spirits shops in New York, Miami, Atlanta, Chicago, Los Angeles, Dallas, TX, Washington, DC and California's Bay Area.

Mot x Public School's 750ml will retail for \$74.95 and the limited-edition trio case will be sold for \$999.

Hennessy, Mot & Chandon's fellow spirits label under the LVMH umbrella, often works with artists on collaborative limited-editions.

In 2016, for example, Hennessy explored the parallels between the crafts of tattooing and cognac making through a special-edition.

The sixth artistic collaborator for Hennessy's Very Special Limited-Edition bottles was Scott Campbell, a New York-based tattoo artist and owner of Brooklyn's Saved Tattoo parlor. While Mr. Campbell's and Hennessy's respective disciplines may initially seem disparate, the creation of the bottle from inspiration to production revealed similarities ([see story](#)).

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