

FOOD AND BEVERAGE

Mot & Chandon fosters young talent in film approach

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Actresses Laura Dern and Billie Lourd participate on Mot & Chandon's film panel. Image credit: Mot & Chandon.

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LVMH Champagne brand Mot & Chandon is taking on the role of mentor by helping up-and-coming filmmakers.

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The third installation of the Mot Moment Film Festival will feature Star Wars actresses Billie Lourd and Laura Dern as participating judges. Various rising storytellers are submitting 30- to 60-second short films for their chance to attend the upcoming Tribeca Film Festival and a film grant.

"Mot & Chandon has a long and rich history in Hollywood and has been a partner of the Golden Globes for 27 years," said Violaine Etienne, founding partner of Serial Pictures and judge for the Mot Moment Film Festival. "The Mot Moment Film Festival was created as a way for the brand to give back to the creative community that it's been a part of for so long.

"The idea behind the festival is to give young filmmakers a platform from which to share their stories on a larger scale," she said.

Talent in film

"A Cause for Celebration" is this year's theme for the competition. Filmmakers must submit their work that follows this motif to Mot & Chandon's online portal, MoetFilmFest.com.

The theme encourages film creators to express their cause of celebration, whether it is physical, emotional or something else all together.

Mot & Chandon's idea stems from the younger generation's interest in sharing their emotions and celebrations on social media.

While the first place winner will receive of a grant of \$25,000 and a trip to New York for the Tribeca Film Festival, those who finish in the second and third places will be able to create short films to be distributed on Mot & Chandon's social channels.

Submissions can be entered until March 22. Winners will be announced during the film festival in April at a special event.

A panel of judges, including the Star Wars actresses along with executives in film and professors at film schools, will review the submitted short films.

The film competition is open to anyone who wants to submit, giving opportunities to those with talent who may not be given this chance elsewhere.

Mot & Chandon's goal is to inspire the next generation of creative minds to tell their stories and give them a platform to do so.

The brand also has a long history with Hollywood, and is the "official Champagne" of the Golden Globes.

Chandon and charity

Film is not the only initiative that the Champagne house looks to support.

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

During last year's 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 ([see more](#)).

Mot & Chandon's leverage of social media for its film event is a part of a series of social initiatives that it leverages to connect with users. For instance, last year the brand communicated with ros lovers through fun and flirtatious emoji stickers and customizable bottles for Valentine's Day.

February marks the official beginning of ros season, and with Valentine's Day situated within its midst, Mot & Chandon targeted consumers headed for a romantic evening or a "Galentine's Day" fete among friends. While Mot & Chandon often markets how sparkling wines are not only for New Year's Eve celebrations, Valentine's Day is one of the category's primary times of year ([see more](#)).

"What makes the Mot Moment Film Festival unique is two things," Serial Pictures' Ms. Etienne said. "First, the annual themes around which the films are to be made are very broad, allowing for a wide range of creative expression from documentary to animation.

"This year's theme is 'A Cause for Celebration' and asks people to submit a film that shows how you celebrate what you care about most from an everyday moment to an issue that you are passionate about," she said. "Second, because the films are only one minute long, the barrier to entry is low.

"It challenges filmmakers to find a way to tell a story in 60 seconds. The different works that have come out of the festival in years past really have showcased how no film is too short to create a powerful moment."

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