

FOOD AND BEVERAGE

Veuve Clicquot podcast details life of early modern businesswoman

August 20, 2018



"The Veuve Clicquot Tales" centers on the life of Madame Clicquot. Image credit: LVMH

By SARAH JONES

LVMH-owned Champagne house Veuve Clicquot is delving into the history of one of its most influential leaders in an extensive audio narrative.

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"The Veuve Clicquot Tales" tells the story of Madame Clicquot, nicknamed the "Grande Dame of Champagne," who took the reins of the brand at an early age and left a mark with innovation and ambition. While most luxury podcasts have centered on interviews with today's movers and shakers, Veuve Clicquot has instead leveraged the format for immersive heritage storytelling.

"Given Madame Clicquot's iconic role in French business and the brand, I'm glad her history is being explored through these podcasts," said Romey Louangvilay, communications director at **ELMNTL**, New York. "Other luxury podcasts tend to focus on who's current now as a tastemaker, so for Veuve to take a different approach and focus on the heart, soul and their original tastemaker is refreshing."

Mr. Louangvilay is not affiliated with Veuve Clicquot, but agreed to comment as an industry expert. **Veuve Clicquot** was reached for comment.

Musing on Madame Clicquot

The podcast tells Madame Clicquot's story through a male narrator and a female voice that speaks as the businesswoman.

Episode one follows Madame Clicquot's early years.

Born in 1777, Barbe-Nicole Ponsardin was the daughter of a wealthy family, and received a formal education. As the French Revolution swelled, her father joined the fight, and the family left behind their aristocratic lifestyle for safety.

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Veuve Clicquot's podcast covers Madame Clicquot's life

In the next chapter, Ms. Ponsardin gets to know her future husband François Clicquot, the heir to his father's Champagne house. They married in 1798, when she was 21.

They worked together on the family wine business. Soon after, Mr. Clicquot's father retired, leaving him in charge of the company.

Just six years later, Mr. Clicquot died, and the widow took over her father-in-law's business at a time when women were not allowed much independence in France. She became the first female leader of a Champagne brand.

Throughout her time leading the brand, she developed innovations that remain to this day, including the first blended rosé Champagne. The brand's name is also a reference to Madame Clicquot, as *veuve* means "widow" in French.



Madame Clicquot invented rosé. Image credit: Veuve Clicquot

While Madame Clicquot's time was in the 1800s, the house feels her story is highly relevant today. The podcast touches on issues such as female empowerment and entrepreneurship.

The first season of The Veuve Clicquot Tales includes 15 episodes ranging in length from five to seven minutes. While solely accessible in English as of press time, the series will be adding French language versions of the episodes this fall.

Consumers can stream the podcast on Soundcloud or on Veuve Clicquot's Web site.

Veuve Clicquot has previously blended the old and the new to reach a millennial market. Three films inspired by Madame Clicquot comprised the brand's first-ever digital advertising campaign in 2016, titled "Let Life Surprise You" ([see story](#)).

"[Madame Clicquot] may have not received recognition back then, but in today's world with the rise of social media, more women and minorities are being celebrated for their accomplishments, as they should be," Mr. Louangvilay said.

"Her story is a true female empowerment story of taking over a 'man's world' and establishing her own legacy," he said. "This is something that many people will relate to."

Podcast potential

Storytelling is a central part of luxury brand building today, but some marketers are thinking beyond text or video to share their perspectives.

A number of brands including Chanel and Harvey Nichols have developed podcasts, looking to the medium as a means of connecting with consumers over audio. While still a relatively new concept for marketing, podcasts offer an appealing audience for luxury brands ([see story](#)).

Houses with rich heritages can use this to an advantage as marketing becomes more about content.

For instance, French fashion house Chanel took a look back at the opening of one of its first couture stores in Biarritz with the latest episode of its Inside Chanel series.

The episode, similarly to the rest of the series, uses the life of Gabrielle “Coco” Chanel as a way of exploring the history of the label and the founder’s experiences that shaped the brand into what it is today. Older legacy houses such as Chanel have the advantage that they can mine their own history for engaging content to educate customers on the brand’s values ([see story](#)).

"I feel that this will add to the brand's legacy," Mr. Louangvilay said. "By sharing more details about one of the people who created the brand's positioning, it will make the brand more relatable to consumers."

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