

FOOD AND BEVERAGE

## Mot & Chandon shares limited-edition ros with Louis Vuitton director

September 10, 2018



*Virgil Abloh designs a special bottle with Mot & Chandon. Image credit: Mot & Chandon*

By STAFF REPORTS

LVMH-owned Champagne house Mot & Chandon is working with a major name in fashion for a unique ros design.

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Virgil Abloh, current artistic director of Louis Vuitton, is collaborating with Mot & Chandon on his first bottle design. The Nectar Imperial Ros will see a limited-edition release, complete with a unique all-white label.

Limited edition ros

Mr. Abloh teased the collaboration on his Instagram, which features an image of a life-sized installation of the bottle at Louis Vuitton's Paris flagship.

The bottle is shown laying on its side, alongside a giant pair of scissors, a statue, a sneaker and the box for the bottle, reading, "For display only."

[View this post on Instagram](#)

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A post shared by @virgilabloh on Sep 6, 2018 at 6:24am PDT

In October, a limited number of 3L-jeroboam-sized bottles will be available for only friends and family. However, 750ml bottles will be available for consumers via online alcohol retailer Clos19, for a retail price of \$59.99.

On each bottle, Mr. Abloh's signature "Do Not Drop" will be featured.

The new label is featured in all white, a big change for Mot & Chandon, who previously only shared a gold label.

In a similar initiative, the Champagne brand offered special bottles to celebrate a Grand Slam champion and support a children's charity.

To honor tennis player Roger Federer, Mot & Chandon designed exclusive bottles wrapped in a leather grip, which became available on June 1. All of the profits from the sold bottles will be donated to the Roger Federer Foundation ([see story](#)).

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