

FOOD AND BEVERAGE

## Mot Hennessy brings personalization closer to New York travelers

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*Customers can get personalized engravings, including quotes from comedy films such as this one from Anchorman. Image credit: Mot Hennessy*

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By STAFF REPORTS

Luxury group LVMH's spirits division is bringing customization to Grand Central Terminal for the gifting season.

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Mot Hennessy has launched its Holiday Personalization Studio by its online spirits destination Clos19. The shop is located in Grand Central Terminal in New York and features a variety of customized products from Mot Hennessy brands.

### Holiday gifting

For eight weeks, a variety of different brands will host a series of customization services special for the holiday season.

The studio began with Ardbeg & Glenmorangie from Nov. 2 to Nov. 16, providing engraving personalized messaging and complimentary giftwrapping for its Single Malt Scotch Whiskies.

Currently running until Dec. 12, Hennessy X.O. is offering personalized engraving as well, an extension of its multi-sensory pop-up shop that debuted last year in Columbus Circle Shops.

Starting Dec. 13 to Dec. 22, Veuve Clicquot will be celebrating its heritage with its Clicquot Arrow, allowing guests to personalize the champagne bottles.



*Clos19 brings the Holiday Personalization Studio to travelers at Grand Central. Image credit: Mot Hennessy*

Mot and Chandon will close out the Personalization shop from Dec. 23 to Jan. 1 with a special personalization machine that can transcribe text as well as hand written messages.

"The Personalization Studio at Grand Central Terminal will offer unique customization and engraving options on a selection of extraordinary champagnes and spirits that are certain to become family treasures and leave a lasting impression," said Jim Clerkin, president and CEO of Mot Hennessy North America, in a statement. "We are committed to crafting unique experiences and this is an exceptional opportunity to discover bespoke offers and services just in time for the holidays."

Mot Hennessy is focused on creating one-of-a-kind gifting experiences.

The spirits division recently leaned into the growth of experiential marketing in luxury with a series of events for the gifting season.

Instead of gifting a tangible good, Mot Hennessy is catering to those who are interested in giving a one-of-a-kind experience for the holidays. All related to beverages and spirits, consumers can purchase the exciting events on LVMH's alcohol ecommerce site Clos19 ([see story](#)).

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