

TRAVEL AND HOSPITALITY

## Veuve Clicquot, Celebrity team up for inaugural season

February 28, 2019



*Celebrity Cruise's Celebrity Edge ship features a Magic Carpet platform that can move between decks. Image credit: Celebrity Cruise*

By STAFF REPORTS

LVMH-owned Champagne house Veuve Clicquot is collaborating with Celebrity Cruises to leverage their own histories in women's advancement in the workplace for a special partnership.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In light of International Women's Day on March 8, Celebrity will be featuring Veuve Clicquot branding throughout its Celebrity Edge ship to celebrate the ship's first seasons. The partnership celebrates Celebrity's president and CEO, Lisa Lutoff-Perlo who has pushed women's equality in maritime business and Veuve Clicquot's history helmed by one of the world's first businesswomen.

Bravo aux femmes

The Champagne house's iconic Clicquot yellow will be featured throughout what the ship calls its Magic Carpet.

Celebrity Edge's Magic Carpet is a 90-ton platform that can move up and down the ship to serve various purposes. The platform includes a bar and moves between decks and can act as a tender-boarding platform, an extension of a restaurant or a high-flying lounge at different times of the day.



### *Celebrity Edge's versatile Magic Carpet*

Guests aboard this ship will be able to order a variety of Champagne offerings from the label, including Veuve Clicquot Yellow Label, Non-Vintage Ros, Rich and Rich Ros, Extra Brut Extra Old, Vintage 2008 and La Grande Dame 2008.

Veuve Clicquot's history in women's empowerment has moved many of its strategies. The brand also delved into the history of one of its most influential leaders in an extensive audio narrative.

"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 instead leveraged the format for immersive heritage storytelling ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.