

FOOD AND BEVERAGE

## Mot & Chandon profiles "cultural pioneers" in new program

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*LaQuan Smith for Mot & Chandon. Image courtesy of Mot & Chandon*

By STAFF REPORTS

LVMH-owned Champagne house Mot & Chandon is putting a lens on pop culture through a campaign in partnership with a hip-hop photographer.

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Jonathan Mannion, who is known for his portraits of artists during the "Golden Era" of hip-hop, will work with Mot & Chandon to profile individuals who are having an impact on culture today. Dubbed "Nectar of the Culture," the platform will be an annual partnership with Mr. Mannion to showcase the next generation of "pioneers."

### Cultural campaign

Mr. Mannion documented the era of hip-hop that saw the rise of artists including Notorious B.I.G., P-Diddy and Aaliyah. Since then, the photographer has shot album covers for musicians including Drake and Jay-Z.

In partnership with Mot & Chandon, Mr. Mannion has named the current time the "Rose Gold Era." The photographer teamed up with the house to develop a special rose gold bottle for its bestselling Nectar Imperial Ros, which is retailing now on LVMH-owned platform Clos19.



*The limited-edition Nectar Imperial Ros. Image courtesy of Mot & Chandon*

"When it comes to iconic photographers, there are few that have the pedigree and industry respect of Jonathan Mannion," said Jasmin Allen, vice president of Mot & Chandon, in a statement. "Mannion has been a behind-the-lens fixture in hip-hop, documenting its Golden Era,' and will capture the next generation of tastemakers.

"We are proud to introduce a new program and limited-edition bottle of Nectar Imperial Ros to celebrate his long-standing commitment to the culture," she said.

To promote the bottle, Mr. Mannion has chosen six cultural leaders in six U.S. cities, including Atlanta, Chicago and Los Angeles. These individuals will be profiled in new portraits by Mr. Mannion, and Mot & Chandon will host events in their honor.

Up first is New York-based fashion designer LaQuan Smith. Born in Queens, Mr. Smith has dressed celebrities including Rihanna, Kim Kardashian and Lady Gaga.

"I've had the privilege of capturing pioneers during the Golden Era of hip-hop who are now known as industry legends," Mr. Mannion said in a statement. "I've seen first-hand how Mot & Chandon has been an iconic symbol in the culture.

"We honor this lineage from then to now with a new class of creative thinkers, in what I like to think of as the Rose Gold Era," he said. "With Mot, I raise my glass to the next generation of visionaries who define it."

This is not the first time that Nectar Imperial Ros has been given a new look.

Mot & Chandon also worked with a major name in fashion for a unique ros design.

Virgil Abloh, current artistic director of Louis Vuitton, collaborated with Mot & Chandon on his first bottle design. The Nectar Imperial Ros saw a limited-edition release, complete with a unique all-white label ([see story](#)).

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