

FOOD AND BEVERAGE

Veuve Clicquot raises hands for French women entrepreneurs with SISTA mentoring deal

May 20, 2020



French Champagne house Veuve Clicquot has honored women entrepreneurs since 1972. Image credit: Veuve Clicquot

By LUXURY DAILY NEWS SERVICE

Extending its Bold by Veuve Clicquot effort supporting women entrepreneurs in France, LVMH-owned Champagne brand Veuve Clicquot has partnered with the SISTA collective to create a new program called SISTA x BOLD.

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

The program is dedicated to supporting women entrepreneurs as they recover from the economic slowdown caused by the COVID-19 coronavirus outbreak and the resultant lockdowns worldwide. Key to the effort is putting women entrepreneurs in touch with 100 mentors offering 1,000 hours of personalized guidance and discussion.

"Our maison has worked alongside women entrepreneurs for so many years that it would have been unthinkable for us not to respond to our community's call in the face of this unprecedented crisis," said Veuve Clicquot CEO Jean-Marc Gallot in a statement.

"Even though the crisis affects us all, more than ever we want to support these entrepreneurs through this period," he said. "It is one of our priorities and we are pleased to be able to take action with SISTA."



Bottling the spirit

Per Veuve Clicquot, each entrepreneur can contact a mentor selected according to her needs. The expertise of these experienced entrepreneurs or investors is designed to help participants identify answers to problems in developing their projects with confidence and positivity.

The **SISTA x BOLD** mentoring team comprises members of the SISTA network and experts from Veuve Clicquot. It will also include past winners of the Veuve Clicquot Bold Woman Award, which has honored women entrepreneurs every year since 1972.



Tatiana Jama is cofounder of the SISTA collective

"The world is going through an unprecedented crisis, which shows our degree of interconnection and our dependence on each other, and there have been magnificent outbursts of solidarity," said Tatiana Jama, cofounder of the SISTA collective, in a statement. "

"This crisis can accentuate gender inequalities or be an opportunity to re-imagine tomorrow," she said. "Together with Veuve Clicquot, we share an optimistic vision and a desire to make concrete change. It is in this context that we created the SISTA x BOLD program."