

FOOD AND BEVERAGE

Clos19 dresses up Veuve Clicquot's gift sets

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Clos19 is embellishing personalized gift tins from Veuve Clicquot. Image credit: Clos19

By LUXURY DAILY NEWS SERVICE

Champagne house Veuve Clicquot is teaming with LVMH-owned Clos19, the online store for the luxury group's Champagnes, wines and spirits, for a limited-edition collaboration.

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Clos19 is allowing Champagne lovers to personalize the gift tins for bottles of Veuve Clicquot's signature Yellow Label Brut. The customization offer helps both LVMH brands stand out as ecommerce sales of high-end wines and spirits rise during the coronavirus pandemic.

Personalized touch

Clos19 is embellishing the gift tin's detachable arrow, adding brushstrokes resembling grape seeds in a nod to the origins of LVMH's Champagnes, wines and spirits.

For no additional cost, shoppers can personalize the tin with name of their hometown or favorite destination, as well as the distance from Reims the home of Veuve Clicquot.

It's a Clos19 takeover! Check out our limited edition of Veuve Clicquot's arrow & personalize yours today: <https://t.co/79bUGQkYjU>

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Please drink responsibly #VeuveClicquot #VeuveClicquotArrow #Clos19 #London
pic.twitter.com/3a6I90E8xh

Clos19 (@clos19official) November 2, 2020

Tweet from Clos19

The gift set retails for 62 pounds, or \$81.59 at current exchange, plus shipping. Delivery is currently available in the

United Kingdom and Germany.

Clos19 also offers personalized gifts from LVMH houses Belvedere, Dom Prignon, Mot & Chandon and Ruinart.

According to market researcher IWSR, alcohol legislation is evolving with growth in wines and spirits ecommerce sales in markets such as the European Union, United States and India ([see story](#)).

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