

FOOD AND BEVERAGE

Mot & Chandon taps basketball stars in celebration of greatness

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Ten-time NBA all-star Carmelo Anthony recognizes greatness in new Mot & Chandon campaign. Image courtesy of Mot & Chandon

By KATIE TAMOLA

LVMH-owned Champagne brand Mot & Chandon is recognizing greatness with a handful of icons from the professional basketball world in its latest campaign.

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A collaboration between the National Basketball Association (NBA), the Women's National Basketball Association (WNBA) and Mot brings forth a video series, highlighting the dedicated efforts of athletes and those connected to the basketball world. In the series, a WNBA champion, an NBA all-star, a championship jeweler and a fashion designer each explain their takes on greatness under pressure, and how Mot Champagne is a welcomed accent for the celebration.

"At Mot & Chandon, we believe that we should celebrate all our moments and thus find the beauty in the journey and the community built on the road to greatness," said Anne-Sophie Stock, vice president of core bubbles at **Mot Hennessy USA**, New York. "Whether a basketball champion or a Champagne lover, there is an understanding of the value that comes from our journey to success.

"The small milestones that we achieve in our lives make the big wins that much more satisfying and that message rings true in the campaign content," she said. "Mot & Chandon has been part of the NBA's most illustrious celebrations and iconic moments throughout the years and remains the perfect champagne to elevate your at-home NBA viewing."

Greatness under pressure

Mot & Chandon is the official Champagne of the NBA, and the new video series from the partnership encapsulates what it means when professionals, whether they are athletes or not, strive for unprecedented greatness.

Those featured in the videos include Sue Bird, four-time WNBA champion; Carmelo Anthony, 10-time NBA All-Star, Jason of Beverly Hills, designer and manufacturer of championship jewelry; and fashion designer Don C.

The campaign encourages fans to strive for greatness

There is a range of videos ranging from minute-long sit-downs with the stars, with each explaining their experience

with and approach to their craft. Throughout, there are overlying themes of passion, dedication and the acceptance of challenge.

"I welcome pressure, bring it on," Don C. says in his full-length vignette.

There are also 15-second vignettes of Mr. Anthony and Ms. Bird, entitled "Greatness Under Pressure," where both athletes explain the effort and heart behind being a champion.

Some insight from a WNBA champion

"You can't cut corners," Ms. Bird says.

To highlight the entire series, a minute-long video splices footage from the four professionals as Mr. Anthony speaks directly to consumers.

"I see you, pouring your unrivaled passion into the world," he says. "Achieving every vision you envision in every dream you dream."

The series invites consumers to also celebrate their greatness, with Mot & Chandon in hand.

"The best campaigns are those that are seamless where the messaging of the personal story allows you to think of your own," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "Seeing the bottle and the varietals in the backdrop of the success of those that are talking whether you're looking at individual videos or the montage drives you to think about the longevity of the brand and how it continues to be a mainstay across demographics.

"Seeing each person talking with different styles and being of diverse backgrounds shows how Mot & Chandon celebrates moments regardless of who you are."

Swish, swish, clink

LVMH-owned wine and spirits brands continue to build off their momentous relationship with the NBA.

In February, Hennessy introduced the "Hennessy x NBA: Lines" campaign, tipping off outside of North America, focusing on Africa, South America, Asia Pacific and Europe. As part of the global partnership, fans will be able to enjoy limited-edition bottles of Hennessy V.S and V.S.O.P Cognac ([see story](#)).

The partnership between Louis Vuitton and the NBA was formed in 2020, with a multi-year agreement including the creation of a custom trophy case for the NBA Finals and an annual capsule collection. This marked the brand's first partnership with a North American-based sports league ([see story](#)).

The latest LVMH-owned effort of Mot x NBA goes beyond professional athletes, inviting consumers to celebrate their wins and greatness as well.

"In the spirit of its luminary partners, Mot & Chandon encourages basketball fans and Champagne-enthusiasts alike to discover their own moments of greatness and achievement every day," Mot & Chandon's Ms. Stock said. "We are proud to be the official Champagne of the NBA, bringing together two iconic brands with the shared value of celebrating greatness under pressure and moments of victory no matter how big or small."