

SPORTS

LVMH brands help celebrate NBA champion Milwaukee Bucks

July 21, 2021



Milwaukee Bucks win the 2021 NBA Finals, lifting the Tiffany & Co.-made Larry O'Brien Trophy. Image credit: National Basketball Association

By LUXURY DAILY NEWS SERVICE

LVMH's Mot & Chandon, Tiffany & Co. and Louis Vuitton are celebrating American basketball team the Milwaukee Bucks after their win against the Phoenix Suns in the NBA Finals on July 21.

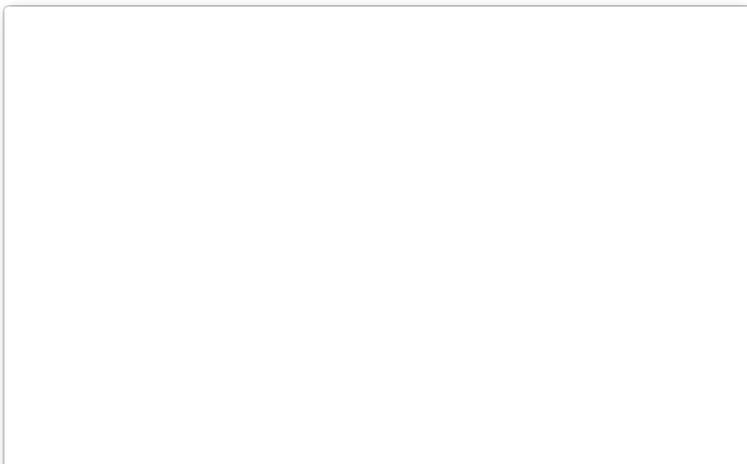
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Mot & Chandon, the official Champagne of the NBA, was on hand as Bucks players celebrated their momentous victory with bottles of Mot Imperial and Mot Nectar Imperial Ros on the court and in the locker room after the game. As the creator of the NBA's Larry O'Brien Trophy, U.S. jeweler Tiffany & Co. extended congratulations to the team on its first championship since 1971.

Luxury recognition

After 50 years, the Milwaukee Bucks brought home their second championship, defeating the Phoenix Suns by seven points.

Not only was this historic for the Bucks, but also for two-time MVP Giannis Antetokounmpo, who is the second player in NBA history to score 50 points in a championship game.



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A post shared by Milwaukee Bucks (@bucks)

Tiffany & Co. first created the Larry O'Brien Trophy in 1978, which was then referred to as the Walter A. Brown Trophy. In 1984, it was renamed after former NBA Commissioner Larry O'Brien.

Standing 24.5 inches in height and weighing 16 pounds, the sterling silver and 24-karat gold vermeil design resembles a regulation-size basketball falling into a net etched into the trophy.

Each of Tiffany's revered sports trophies are handcrafted by artisans at its hollowware workshop in Cumberland, Rhode Island.

For the second year in a row, the Larry O'Brien Trophy was also presented to the NBA Finals champions in a bespoke Louis Vuitton travel case.



Louis Vuitton Larry O'Brien Trophy case. Image credit: Louis Vuitton

Launched in 2020, the global partnership with the NBA established Louis Vuitton as the first official trophy travel case provider and marked a new chapter in the house's history of custom trunks for the world's most coveted trophies.

The brand recently presented a trophy travel case for the 78th edition of the Formula 1 Grand Prix de Monaco. Using the colors of Monaco, the trophy case was a celebration of both French savoir-faire and passion for the historic sporting event, and epitomizes shared values of tradition, transmission and excellence ([see story](#)).

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