

FOOD AND BEVERAGE

Mot Hennessy unveils 2021 gift initiative with celebrity friends

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The Wish-Shop guide aims to help consumers prep for holiday celebrations. Image credit: Mot Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH's Mot Hennessy is looking to give back this holiday season with a new gift guide and initiative in collaboration with Gabrielle Union, Harry Shum Jr, Christy Turlington Burns and Henry Golding.

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Mot Hennessy USA is celebrating the holiday season and return of in-person celebration with its **Holiday Wish-Shop**, an online destination providing holiday offerings and tips for those looking to elevate their hosting, guesting and gifting skills. Additionally, the Wish-Shop will give back to charities selected by the participating celebrities to help make the holidays brighter for those in need.

"For the first time in nearly two years, families and friends are reuniting during the holiday season with a renewed appreciation for love, friendship and unbreakable bonds," said Chad Stubbs, senior vice president of marketing at Mot Hennessy USA.

"We started the Wish-Shop initiative as a response to the pandemic and to raise funds in support of the restaurant industry," he said. "We are thrilled to bring it back with our fantastic group of celebrity friends to help inspire elevated holiday festivities and increase awareness and support of those in need."

Holidays with Mot Hennessy

Through Jan. 1, guests may visit **HolidayWishShop.com** for inspiration and offerings to help guide them through their holiday celebrations, from Thanksgiving to New Year's Eve.



Visitors may enter to win celebratory packages with participating friends of the brand. Image credit: Mot Hennessy

The site includes curated bottle packages, cocktail recipes, food pairing ideas and entertaining tips for the holidays.

Wish-Shop visitors may also donate to charities hand-selected by Mot Hennessy USA's celebrity partners [Operation Smile](#), [Every Mother Counts](#), [The People Concern](#) and [Leap for Ladies](#).

The Holiday Wish-Shop is also offering visitors the chance to win a celebratory hangout and New Year's Eve toast with Ms. Union, a cocktail crafting experience with Mr. Shum Jr., a Champagne tasting experience with Ms. Turlington Burns and a "Best Moment of 2021" party game with Mr. Golding.

As part of last year's effort, the brand made a \$100,000 donation to the NRAEF, supporting the organization's efforts to help restaurant industry workers during the pandemic.

Like this year, consumers were encouraged to make donations on the Wish-Shop site in collaboration with actor Tracee Ellis Ross, actor Darren Criss, DJ Stee Aoki and Mr. Golding ([see story](#)).

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