

FOOD AND BEVERAGE

Chteau d'Yquem reflects on storied history in effervescent effort

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Yquem is in a unique class of wines. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned winery Chteau d'Yquem is marking a new era with a radiant campaign ahead of its next release.

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Dating to the 16th century, Yquem received the unique designation "Premier Cru Class Suprieur" in 1855. Echoing one famous description comparing Yquem to "tasting sunlight," the house has released a bright vignette to celebrate the upcoming release of its 2019 vintage.

Golden hour

The sun-drenched film opens with a woman overlooking the vineyard as the sun begins to rise on the horizon.

An energetic instrumental score begins, as a montage shows the golden wine bottles, white grapes on the vine and the chteau itself. Close-ups of buttery-colored wine droplets are shown in indulgent slow motion.

A new dawn.

Yquem touches the heart, moves the soul, excites the senses.

Experience a moment of grace.

Meet Yquem, at least once in your life. [#Yquem](#) [#chateaudYquem](#) [#chateauYquem](#)
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Chteau d'Yquem (@Yquem_Official) [February 2, 2022](#)

The new vignette from Yquem

A second woman twirls in a gown on the winery grounds, while the first woman is seen soaking up the warmth of

the sun. This is juxtaposed with lingering shots of Yquem wine bottles and glasses of wine.

Finally, the women reunite and meet with a male companion. The friends gather for a picnic and wine toast as the sun sets on the vineyard.

In the world of wine, Yquem stands out because of its unique microclimate in the Sauternes communes in the Graves section of Bordeaux. The region is prone to "noble rot," leading to a wine sweet wine with high acidity for longevity.

LVMH often explores brand heritage in campaigns for its wine and spirits portfolio.

Veuve Clicquot's 10-part series "The Ride" followed a winemaker and wine educator riding bicycles throughout the vineyards to explain how Champagne is made, "from grape to glass." The video series, which originally debuted on Instagram TV, exposes a younger generation of consumers to the complex process ([see story](#)).

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