

FOOD AND BEVERAGE

Veuve Clicquot illustrates 250 years of solaire culture in new campaign

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This is a clear celebration of the house color as from earrings to eggs, the color yellow a happy, pleasant color eliciting feelings of warmth is all around. Image courtesy of Veuve Clicquot

By KATIE TAMOLA

LVMH-owned Champagne maker Veuve Clicquot is basking in the sun of success, in a new campaign celebrating 250 years of the brand.

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The "Good Day Sunshine" campaign is commemorating decades of house ethos built on confident optimism, while highlighting the house's solaire approach the idea that every day holds the possibility for additional greatness. Veuve Clicquot tapped musician Charlotte Cardin to reimagine the popular song, of the same name as the campaign, in an upbeat film for the campaign.

"The "Good Day Sunshine" campaign embodies the brand's ethos of solaire: a reminder that with every sunrise is the promise of endless possibilities," said Carole Bild, chief marketing and communications officer at Veuve Clicquot. "The sun, which is symbolized in Veuve Clicquot's yellow label, is a part of the very DNA of our champagne, as set forth by Madame Clicquot."

A sunshiny day

The "Good Day Sunshine" film opens with the song of the same name, reimagined and soulfully sung by Ms. Cardin. The house partnered with film director Jan Gleie and photographer Tyler Mitchell in capturing the campaign.

The upbeat drums begin, welcoming Ms. Cardin's silky voice as a world of yellow is introduced a woman in large circular yellow earrings, a man carrying a bouquet of yellow flowers, a chic yellow hat.

Veuve Clicquot is alive in a world of yellow in its celebratory campaign

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The film continues with people going about their days with yellow umbrellas and a pair drinking a bottle of Veuve Clicquot, offering a quick peek at the bottle's yellow label.

A man in a navy blue jacket looks on in subtle awe, taking in the consumers that surround him, all wearing the color yellow in some way.

A yellow balloon floats through the sky as the vignette ends with Veuve Clicquot's Champagne being poured into a glass as the words "Good Day Sunshine" appear in text on the screen.

A feel-good short film from start to finish, Veuve Clicquot is celebrating decades of success in its new campaign, but also extending gratitude to the consumers who were a part of it and who made it all possible.



"Good Day Sunshine" celebrates all the good days that have happened and all the good days that are yet to come. Image courtesy of Veuve Clicquot

The Good Day Sunshine campaign elicits positive feelings while generating excitement for what is to come.

"The fun yellow tones that are used in the campaign make you think about Veuve even if it's not on the screen, and gives you that happy and hopeful feel," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "Seeing various people come into frame, provides an increased carefree and casual feeling that reminds you that there are all kinds of moments and whether they are large or small, they should still be enjoyed."

Greatness ahead

As Veuve Clicquot has accomplished a great deal since its inception, the brand is also looking forward to all that is to come. The brand continues hosting events that implement its rich history while assisting consumers in creating meaningful memories that they will associate with Champagne.

Veuve Clicquot will be hosting an immersive travel experience this summer aboard the Venice Simplon-Orient-Express, a Belmond train.

The Venice Simplon-Orient-Express consists of 11 sleeping cars, 3 restaurant cars, 1 bar car and 2 staff cars. In toasting to its 250th anniversary, consumers will have an opportunity to celebrate the iconic champagne house and its brand heritage while aboard the stunning train ([see story](#)).

Veuve Clicquot also continues highlighting the thoughtful work behind brand creation.

Last year, Veuve Clicquot shared the twists and turns of the Champagne-making process in a 10-part series.

Veuve Clicquot's "The Ride" follows 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](#)).

The LVMH-owned Champagne maker continues to identify ways to keep consumers interested and inspired.

"In 250 years, Veuve Clicquot has remained a symbol of boldness, steadfast resilience and optimism," said Ms. Bild. "We hope that in viewing this campaign, consumers will be inspired by the same joyful ethos that began with Madame Clicquot many years ago."