

FOOD AND BEVERAGE

Veve Clicquot conveys 250 years of heritage, inspiration with Solaire Culture

June 21, 2022



Solaire Culture is an immersive experience, inviting consumers to take in both the history and ethos of Veve Clicquot. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker **Veve Clicquot** is illustrating the 250 years of its heritage with Solaire Culture, a global traveling exhibition.

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The exhibition, crafted by French curator Camille Morineau and designer Constance Guisset, is an immersive experience, inviting consumers to take in both the history and ethos of Veve Clicquot. Having opened on June 16 at the Jing in Tokyo, the exhibition continues enlightening consumers on the brand's culture and craft.

Into the mix

In addition to shedding light on more than two centuries of brand heritage and milestones, the exhibition is also displaying notable works of art.

Notable pieces on display include a portrait of Madame Clicquot reinterpreted by Japanese artist Yayoi Kusama; 20 historical documents including a letter signed by Madame Clicquot; and an original bottle of Veve Clicquot from the 1840s discovered after a shipwreck.



Ten female artists were invited to produce artwork inspired by Madame Clicquot. Image credit: LVMH

As an ode to the Champagne maker's female leader, Madame Clicquot, the exhibition holds a palpable feminine feel and spotlights 10 female artists. The artists include Ms. Kusama, Moyoco Anno, Ins Longevial, Tacita Dean, Cece Philips, Rosie McGuinness, Pnlope Bagieu, Olimpia Zagnoli, Sheila Hicks and Monique Frydman.

Each artist was given a blank canvas to produce an artwork inspired by Madame Clicquot and her work in transforming the beverage landscape.

The exhibition commemorates Madame Cliquot's tireless work, spotlighting her leadership of the house in 1805 as well her success in becoming a leading woman in business, an unprecedented role at the time.

As a brand so closely impacted by female leadership, Veuve Clicquot continues its work in elevating women.

Last year, Veuve Clicquot announced the three women honored by its 2021 Bold Woman and Bold Future Award.

An international program recognizing the innovative and courageous contributions of female entrepreneurs, the Veuve Clicquot Bold Woman Award aims to recognize women who have distinguished themselves in building, taking on or developing a business. Women across industry sectors including technology, wellness, social services and law led the list of finalists for the awards ([see story](#)).

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