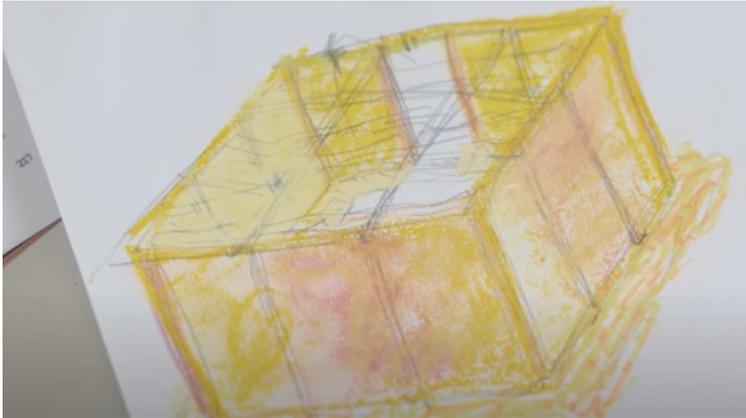


FOOD AND BEVERAGE

Veuve Clicquot digitally promotes woman-forward exhibition in Japan

September 8, 2022



An image from Veuve Clicquot's campaign film featuring Monique Frydman. Image credit: Veuve Clicquot

By AMIAH TAYLOR

A globally-minded new campaign series from LVMH-owned Champagne maker **Veuve Clicquot** presents an intimate view of artists reimagining its brand iconography for its Solaire Culture exhibition.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The eight-part video series features female artists and academics such as art historian Camille Morineau, illustrator Penelope Bagnieu and Olimpia Zagnoli as they create tactile odes to Veuve Clicquot's legacy. The two most recent campaign films spotlight British fashion illustrator Rosie Mcguinness and French multimedia artist Monique Frydman and their unique portrayals of Veuve Clicquot's infamous founder, Madame Clicquot.

Women working wonders

A textile designer by training, the first video takes place in Mcguinness' Deptford studio. The artist expresses her pride in being a part of an all-female exhibition because the event celebrates a female founder and women, more generally.

Artist Rosie Mcguinness elaborating on her work

History fuels the color symbolism in Ms. Mcguinness' art. The color black is a direct allusion to Madame Clicquot's early status as a widow.

The addition of pockets to Madame Clicquot's painted dress is an affirmation of her utility and proactiveness as a person. The inclusion of yellow as an accent color is a tie-in to Veuve Clicquot's branded colors and an acknowledgment of the brand's positivity.

In the second campaign film, Ms. Frydman begins by introducing herself as a painter before launching into her beliefs.

"Every color releases energy," she says in the video. "It's beyond our understanding."

Artist Monique Frydman defines her artistic processes

She goes on to explain that yellow, specifically, has an extremely strong presence in the work. The artist admits that

she drew direct inspiration from the shades of yellow used by renowned painter Vincent Van Goghs.

Representing both ends of the spectrum of great power and great gentility, yellow was the focal point of Ms. Frydman's work for Veuve Clicquot's Solaire Culture exhibition. By superimposing various shades of yellow onto delicate gauze called tarlatan, Ms. Frydman is able to create an ombre transitional effect.

Ultimately, Ms. Frydman desires that her end product will be an immersive and multisensory artwork.

Champagne dreams

LVMH-owned Champagne maker Veuve Clicquot is considered to be a key player in the global sparkling wine market.

The global Champagne market was valued at \$5.8 billion in 2018 and is projected to reach \$7.4 billion by 2026, with a CAGR of 3.2 percent during the forecast period, per [Market Watch](#). Other experts report that the global Champagne market is expected to reach an \$11.5 billion valuation by 2032, citing a Future Market Insights Global [report](#).

While the consumption of Champagne is historically associated with joyous or celebratory events, the increased popularity of social media has upped the demand for the special-occasion beverage.

Champagne has shifted from a rarity to a regularity. An additional factor in the growth of the global Champagne market is the burgeoning growth in the number of restaurants that offer on-premise alcoholic beverages.

Product differentiation is a key way to stand out amongst competitors as the sparkling wine market continues to expand. One such way that Veuve Clicquot has done that is by linking its products to prestige and artistic endeavors ([see story](#)).

Another LVMH-owned liquor brand that has recently stepped into the luxury market is Mot Hennessy. The spirits maker recently announced the latest addition to its lineup Volcan X.A., a blend of reposado, aejo and extra-aejo tequilas, made from 100 percent blue agave ([see story](#)).