

FOOD AND BEVERAGE

## Veuve Clicquot celebrates enterprising women with global campaign

November 29, 2022



*Veuve Clicquot has celebrated the accomplishments of over 450 leaders across the globe with the Bold Woman Award. The latest bout of programming focuses on France. Image credit: Veuve Clicquot*

By AMIRAH KEATON

LVMH-owned Champagne maker Veuve Clicquot is honoring the next generation of women entrepreneurs.

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The brand is marking the 50th edition of the Bold Woman Award, a long-standing equity and inclusion initiative with global latitude, by relaying its own heritage with a tribute to the women leaders of today. Storytelling surrounding Madame Clicquot a woman who once found herself at the company's helm centers the effort, while French female entrepreneurship rounds it out.

Veuve talks trailblazing

Veuve Clicquot's roots and an award finalist reveal, are detailed in a series of new film releases.

Initiated in 1972 with the go-getter spirit of Madame Clicquot in mind, the Champagne maker's Bold Woman prize has presented women around the world with recognition for 50 years. The Maison has reached over 450 women across 27 disparate countries with the honor.

The first clip of the brand's content duo, both of which concern the Bold Woman Award France 2022, sees the introduction of potential award recipients via individual interviews.

Therein, the realities of navigating a male-dominated space unfold with intention through its main characters.

*French journalist Sophie Fontanel carries Veuve Clicquot's video content for Bold Woman Award France 2022*

Snippets paint an inspiring picture.

The presentation begins with a happenstance meeting between two reporters French journalist Sophie Fontanel and French fashion journalist Agns Boulard who appear delighted by each other's company in the film's first few frames.

After erupting in laughter, the two walk hand in hand, as a title card flashes to start Veuve Clicquot's storytelling exercise.

Viewers soon learn about women like designer Clara Blocman, founder of Ys, a Parisian House sublimating women through lingerie; chef Emma Sawko, founder and CEO of Wild and the Moon, the first vegan and organic high-end fast food chain with zero-waste recipes; engineering enthusiast Marie-Hlne Baudoux, president of Conformat, and leading French cleanroom supplier of over 35 years; and more.

Ms. Fontanel and Ms. Boulard speak with each award finalist interchangeably. Conversations in French focus on themes of entrepreneurship, as well as empowerment and taking bold action.

One of two releases, Veuve's next video brings a historical perspective into a modern context, with factoids and figures surrounding the global Bold Woman initiative.

[View this post on Instagram](#)

A post shared by Veuve Clicquot Official (@veuveclicquot)

Alongside the Champagne house's Bold Women Award and global campaign effort, Veuve Clicquot will host its annual corresponding celebratory affair, tributing female entrepreneurship in France, during a Dec. 1 ceremony next month.

#### Honorary heritage

Programmatically, the brand's Bold Woman Award falls under the Bold by Veuve Clicquot umbrella. The larger initiative sees that all arms of Veuve's philanthropic vehicle feed into each other, helping to improve inclusion, impact, and visibility in the interest of women worldwide.

Whereas the Bold Woman Award seeks to honor and platform leaders, lending visibility throughout the tribute process, Bold by Veuve Clicquot works to enrich the experiences of women entrepreneurs by way of additional key events occurring internationally each year.

The conglomerate also works to uplift women-led initiatives outside of the aforementioned example.

Veuve showed its support for a woman-forward exhibition in Japan, which lends an intimate view of artists reimaging its brand iconography for an exhibition entitled "Solaire Culture" ([see story](#)).

Data backs its approach. An international female entrepreneurship survey commissioned by the company identified challenges facing women entrepreneurs, despite a growing desire for opportunities and leadership ([see story](#)).

Campaign activations like these tie back to the brand's founding story.

Lauded as a trailblazer within the beverage industry, Madame Clicquot took over the Veuve Clicquot brand at the age of 27 when her husband passed away.

Known for her passion and optimism, her boisterous and dedicated spirit led to her being dubbed "La Grande Dame" of Champagne. She is credited with creating the first blended ros Champagne by melding her Bouzy red wines and white wines ([see story](#)).

"Our Maison has worked alongside women entrepreneurs for so many years, but there is still work to do," said Jean-Marc Gallot, CEO at Veuve Clicquot, in a statement.

"So we must speak even louder, go faster and take action."

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