

FOOD AND BEVERAGE

Belvedere celebrates campaign star Daniel Craig with London pop-up

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Belvedere celebrates the brand's Daniel Craig campaign with a holiday pop-up in London. Image credit: Belvedere

By LUXURY DAILY NEWS SERVICE

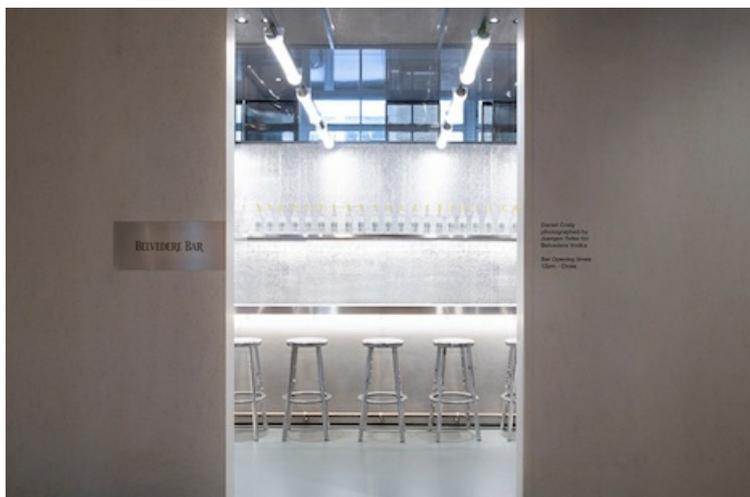
Moët Hennessy-owned Belvedere Vodka set up a pop-up inside Selfridges department store in London, now open until the new year.

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Arriving in time for the holiday season, shoppers can try specialty cocktails and purchase the new Selfridges x Belvedere vodka bottle, among other selects from the brand. Open from noon until the store's 10 p.m. closing, the bar's look mimics that of the brand's signature vodka bottle white lights, pearly marble, foil and gray shades are featured throughout.

Shaken not stirred

The space comes as part of the international Belvedere campaign, featuring shots of actor Daniel Craig, who starred in visual elements of the campaign.



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credit: Belvedere

Daniel Craig's portraits are found throughout the pop-up, showcasing bottles of Belvedere and the brand's work. German fashion photographer Juergen Teller captured Mr. Craig lounging with a bottle of Belvedere in Paris.

The stills are not the only work that Daniel Craig has done for the brand.

Partnering with Oscar-winning director Taika Waititi, Belvedere released a 2-minute video featuring Mr. Craig dancing and courting himself with a bottle of the brand's vodka. A 60-second version was released via the brand's YouTube channel.

Daniel Craig stars in Belvedere's short film

With music from pop star Rita Ora and British rapper Giggs, Mr. Craig dances through the streets and into the luxury hotel, Cheval Blanc. He spins Belvedere bottles on the tile lobby floor, splashes through neon-lit pools, dances out of elevators and proceeds with additional youthful actions of the sort.

The film was projected onto billboards in Piccadilly Circus on London's West End, and in New York City's Times Square.

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