

FOOD AND BEVERAGE

Mot & Chandon rings in 280 years with contemporary cuve release

October 5, 2023



An avant-garde wall-mounted piece by Mr. Arsham accompanies the refreshment's release. Image courtesy of Mot & Chandon

By ZACH JAMES

LVMH-owned champagne house Mot & Chandon is partnering with a well-known creative for an exclusive release.

Working with American artist Daniel Arsham, the maison has unveiled "Collection Impriale Cration No. 1," its latest cuve which honors the label's 280th birthday. Alongside this wide release, a limited-edition bottle designed by Mr. Arsham will become available with the launch of the new beverage.

"We created Collection Impriale Cration No. 1, released for our 280th anniversary, as a champagne crafted for eternity: it is precisely our relationship with time to grow, select and mature champagne that makes the choice of Daniel Arsham so inspired," said Benot Gouez, cellar master at Mot & Chandon, in a statement.

"Daniel's unique take on Mot & Chandon's heritage beautifully captures the essence of our history and our craft," Mr. Gouez said. "A consummate artist of our time, Daniel approached his work in much the same way that we have approached the crafting of Collection Impriale Cration No. 1: as an artistic endeavor made today, shaped by traditions of the past, but intended to go on well into the future."

Grand occasion

While "Collection Impriale Cration No. 1" celebrates the maison's 280th year, it also marks its countdown to its next milestone: its 300th anniversary in 2043 the "No.1" representing the beginning of a 20-year-long ramp-up to the tricentennial.

Comprised of seven vintages from the past twenty years, the new refreshment's blend of flavors with notes of licorice root, mocha, toast, madeleine, fresh hazelnut, vanilla and fruity undertones is said to round out a mature, meticulously refined and long-lasting taste. Housed within a black bottle that represents eternity, an amount of time the beverage was designed to be remembered for.

Collection Impriale, the Highest Expression of Mot & Chandon's Founding Vision

"Cration No. 1, base 2013, is the first cuve in a line of champagnes that comprises Mot & Chandon's new Collection Impriale," said Mr. Gouez, in a statement.

"Our founder Claude Mot conceived the Maison, rooted in champagne-making excellence, for his time as well as

for the generations to come," he said. "Today, our reserve wine library, one of the largest in the region, has allowed me to craft this creation, which encapsulates the depth of time.

"I am proud to present Collection Impriale Cration No. 1 as the ultimate composition to date of Mot & Chandon's art of Haute Oenologie."

The 43-year-old Mr. Arsham a frequent collaborator in the luxury landscape, having worked with Hublot ([see story](#)) and Tiffany & Co. ([see story](#)) brings his contemporary style to this collaborative project, creating another take on the release which draws upon the maison's past while looking to its future on theme for the kick-off of a 20-year countdown.

Collection Impriale Creation No. 1. A celebration of artistry & fine craftsmanship by Mot & Chandon

Instead of the black bottle of the mainline champagne, the 85 limited-edition variants made by the artist are encased in white resin, which are made to look hand-carved with aging effects and three-dimensional textures to back up this pursuit. Alongside this finite release, Mr. Arsham crafted a wall-mounted avant-garde piece inspired by his time at the Mot & Chandon estate, utilizing the same design principles and materials as his deviation.

The piece, much like the bottle, takes house codes and French cultural and mythological figures and displays them through the house's signature lens of savoir-faire flair, made possible through Mr. Arsham's collaboration with Mr. Gouez.

"In tasting Collection Impriale Cration No. 1, I realized how nuanced the process of champagne-making is, and how the layering of different years and harvests resembles the art of composing a sculpture," said Mr. Arsham, in a statement.

"Benot Gouez's work in selecting, aging and blending vintages is similar to my own work such that this project represents to me a true and organic collaboration with Mot & Chandon's Cellar Master."



The white resin shows signs of age in a nod to the maison's 280th anniversary. Image courtesy of Mot & Chandon

Both the main "Collection Impriale Cration No. 1" and its artistic variant are set to be released alongside each other in the spring of 2024, according to the brand.

Rare breed

While partnerships between luxury labels and artists are commonplace in other segments, the food and beverage markets see considerably less action among this creative ilk, making Mot & Chandon's collaboration with Mr. Arsham a relatively refreshing drop.

This year, very few maisons have tapped artistically creative talents, with fellow LVMH-owned Champagne house Ruinart ([see story](#)) and French Cognac house Courvoisier ([see story](#)) being exceptions to the rule.



Mr. Arsham and Mot's collaboration represents a rarity among luxury beverage brands. Image courtesy of Mot & Chandon

This overarching pattern of marketing behavior is likely due to a distinct lack of overlap among artists and brands that produce edible products. Artist-created designs are much easier to apply to cars, clothing and home furnishings than a a five-star meal or bottle of Cognac.

Due to this, it seems that maisons will work with athletes ([see story](#)), musicians ([see story](#)), filmmakers ([see story](#)) and Michelin-star chefs ([see story](#)) who can bolster the product at hand or speak to its quality on a large platform rather than redesign or create around the given brand's signatures.

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