

FOOD AND BEVERAGE

Strength in numbers supports holiday strategy at Mot & Chandon

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Swiss tennis champion and longtime ambassador Roger Federer stars. Image credit: Mot & Chandon

By AMIRAH KEATON

A new short movie from LVMH-owned Champagne house Mot & Chandon casts a wide range of celebrities.

This season, the brand has opted to include Canadian model Coco Rocha, BAFTA-awardee Lashana Lynch and others of note in a production starring Swiss tennis champion and longtime ambassador Roger Federer. The festive marketing moment also makes way for an end-of-year boost, as the luxury industry navigates subdued wine and spirits sales.

"I thoroughly enjoyed playing the role of a dapper host planning a convivial French dinner party with the invaluable assistance of my friends," said Mr. Federer, in a statement.

"This joint effort was like real life, and it turned out perfectly because of its authentic, shared moments."

Mot Rules

Filmed at the Chateau de Saran in Champagne, France, a residence Mot & Chandon acquired in 1801, the latest campaign shines a humorous light on the tedious nature of party prep, a process made easier with the help of Ms. Rocha and Ms. Lynch.

Mr. Federer plays host extraordinaire in Mot & Chandon's latest campaign

Multi-Michelin-starred chef and ambassador Yannick Allno and cellar master Benot Gouez also join in on the action. However, Mr. Federer and his role are at the center of the narrative, the male celebrity acting as host extraordinaire.

This subtle subversion of responsibilities that were once traditionally rendered solely to women is one of many contemporary takes on display, the hero video depicting the age-old practice of organizing an evening get-together.

Mr. Federer and friends prepare to entertain "la Mot," the group shown figuring out how to approach such an extensive checklist of rules. The suggestions are published by Mot & Chandon for viewers' eyes in addition to visuals.

As the cast is guided by provisions including "4. Prepare gifts for guests, to offer a little something when they leave" and "7. Always make sure the chef is free to play and make his magic," a set of resulting scenes ensue in front of a global audience.



British actress Latasha Lynch joins the Mot & Chandon ambassador in a series of campaign shots. Image credit: Mot & Chandon

The excerpt concludes with a celebratory toast that involves the house's signature, Mot Imprial.

"For each assemblage, we use about 10 pre-assemblages of 10 to 15 base wines, which translates into about 100 to 150 different wines in the Mot & Chandon Imprial," said Mr. Gouez, in a statement.

"For me, the highest compliment on the Mot & Chandon Imprial is that it is delicious. It does not matter what makes it so, just pop the cork and enjoy."

Sparkling sales

The short movie could work to spur profits as players such as Mot & Chandon attempt to recover from a wines and spirits slowdown.



The short movie starring Canadian model Coco Rocha could work to spur end-of-year profits. Image credit: Mot & Chandon

This year, high-end alcohol sales have suffered at the hands of decelerated spending.

LVMH's earnings reports reveal that the category's revenues declined 4 percent year-on-year in H1 ([see story](#)), and were down 10 percent in the third quarter on the same basis ([see story](#)). Both tumbles are largely due to pullback from consumers in the U.S. and China.

While interest in hard liquor has fizzled, the parent company's saving grace turns out to be bubbly.



Roger Federer has worked with Mot & Chandon since 2012. Image credit: Mot & Chandon

Champagne and wine sales meanwhile specifically grew by 5 percent in the first half of 2023, thanks to European and Japanese markets remaining active. Though during this period, spirits such as Cognac counteracted the success with double-digit dips.

The holding company's willingness to invest in Mot & Chandon by continuing to engage celebrities like Mr. Federer, who has worked with the label since 2012, while garnering endorsements from the holiday film's new faces, checks out, as brand leaders find strength in numbers, keeping Champagne top of mind.

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