

FOOD AND BEVERAGE

Veuve Clicquot debuts aprs-ski activations

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The brand is taking its high-end sips to the slopes. Image courtesy of Veuve Clicquot

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker **Veuve Clicquot** is introducing a new pop-up concept.

The company is promoting its latest couvee, called Rich, with Aprs-Ski activations across three locations. Dubbed “Clicquot in the Snow,” the experiential series is now active in Aspen, around Lake Tahoe and in Park City, Utah.

Fun in the sun

The new concept marks the maison’s first-ever snow Sun Clubs, situated on terraces at various ski resorts in the three areas.

At the “Clicquot in the Snow” pop-ups, guests can enjoy glasses of Rich as well as other Champagnes and the brand’s take on Solaire art de vivre while basking in breathtaking views of snow-covered mountain ranges. Veuve Clicquot refers to the experience as “the perfect blend of adventure and luxury.”



The activations can accommodate group gatherings and intimate getaways alike. Image courtesy of Veuve Clicquot

Nine Sun Clubs are active in Aspen, while Lake Tahoe and Park City received three and two pop-ups, respectively. Each allows guests to enjoy the surrounding winter wonderland, whether it is during a break from the slopes or on a lazy day by the fireplace.

Those interested in visiting any of the “Clicquot in the Snow” spots can visit the maison’s [website](#) for directions to each location.

High-end Aprs-Ski activations are popping up more frequently now that ski season is in its final months in the American West. Earlier this week, online luxury retailer Mytheresa leaned on classical luxury codes with the launch of a beverage concept in Aspen ([see story](#)).

Maisons' rising activity in the snow could also tie into luxury real estate trends, as Snowmass Village, Colorado, which resides just minutes away from Aspen, is one of several emerging market situated in snowy regions of the United States ([see story](#)).

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