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## Moët & Chandon Champagne trunk generates buzz on social media

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*Moët & Chandon Ice Impérial image from Instagram*

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By SARAH JONES

LVMH-owned Champagne maker Moët & Chandon is spurring a conversation on social media with its \$13,500 drink cart selling exclusively at British department store Selfridges.

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**Luxury Daily**

The cart's novelty due to its holding 20 bottles of Champagne has caught the attention of Selfridges' Facebook fans, who left a string of comments marveling at the beverage trunk. Moët & Chandon has only hinted at the trunk on its own social media, but once the brand does post directly about it, consumers will likely fill its own accounts with comments of amusement.

Novelty factor

Moët & Chandon's Ice Impérial Summer Escape Trunk opens to become a mobile bar, complete with 24 glasses, two ice buckets and three containers for garnishes and ice cubes. The Champagne is designed to be served over ice.

To tease the product before it was available, Moët & Chandon posted an image of an open trunk next to the water. The brand told consumers to stay tuned.

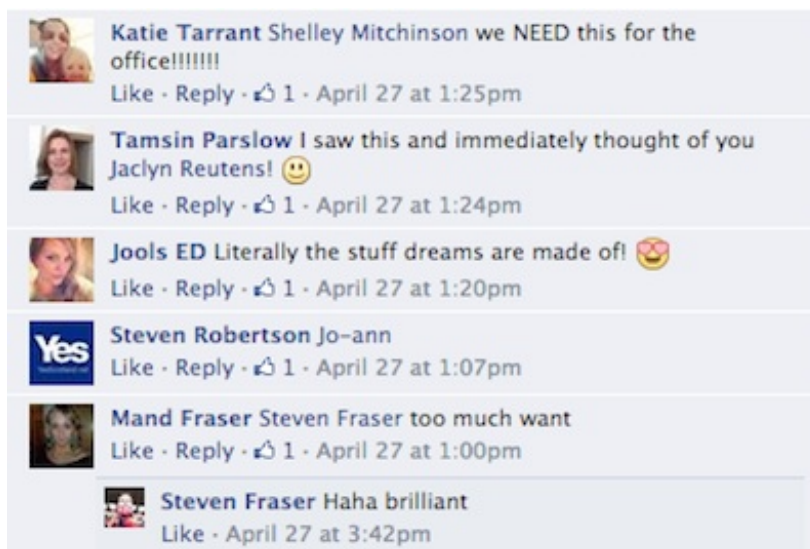
Moët Ice Impérial season is almost here, and we're getting so excited! Stay tuned...



*Facebook post from Moët*

A few days later, once the trunks were available on its ecommerce site, Selfridges posted an image of the open portable bar.

On the post, more than 100 consumers commented, saying how they needed the trunk for barbeques or a birthday celebration. Many of these consumers tagged their friends in their post, bringing more people into the conversation and spreading the word about the trunk to people who might not follow the retailer.



*Comments on Selfridges' Facebook post*

Almost 500 people had shared Selfridges' Facebook post as of press time. The product page also contains sharing buttons for consumers to post it to Facebook or Twitter or email it.

After Selfridges' popular Facebook post, Moët & Chandon changed its cover photo to a bottle of its Ice Impérial sitting next to an ice-filled glass and sunglasses.

### Creative celebrations

This is not the first novelty item Moët & Chandon has sold through Selfridges.

The spirits maker used a new approach to sell its Champagne, putting its bottles behind glass in a vending machine.

The vending machine was part of the holiday gift section at Selfridges, and dispensed mini bottles of Moët & Chandon. By putting its product in such an ordinary display, the brand was making itself more accessible and appealing to entry-level holiday shoppers ([see story](#)).

This trunk is not aimed at aspirational consumers due to the price tag. However, consumers who cannot afford the entire set may wish to be linked to the brand because of the lifestyle portrayed in the photo, and will do so by purchasing a single bottle of Moët's Champagne.

Moët's trunk fits with its positioning as a party staple.

Spirits maker Moët & Chandon positioned itself as the Champagne of choice for celebrations with a global photography contest that spanned Instagram, Tumblr and Twitter.

The #MoetMoment campaign called for fans to submit photos of any celebration and each week a participant won a golden magnum bottle of Moët Impérial. Since the campaign dispensed prizes on a weekly basis, it may have captivated fans consistently enough to reposition the brand ([see story](#)).

Moët has since revitalized the contest for New Year's Eve ([see story](#)).

This product, even though it may not have a large pool of potential consumers, will likely help Moët & Chandon communicate a fun, easygoing image.

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/4minK6lqWbo](https://www.youtube.com/embed/4minK6lqWbo)

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