

MARKETING

Top luxury campaigns of 2023: ‘Cellar in the Sea’ by Veuve Clicquot

December 20, 2023



This year, Veuve Clicquot announced that it would invite a group of guests on a Cellar in the Sea-inspired lifestyle experience for the very first time. Image credit: Veuve Clicquot

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Veuve Clicquot vies for expedition-based experiences

In June, LVMH-owned Champagne maker Veuve Clicquot began spreading word of a new experience. The launch ties into a concept that the house has called the Art of Aging, one with roots in the Baltic Sea.

A project dubbed “Cellar in the Sea” was originally set in motion in 2010 when a shipwreck was discovered near the land Islands. The sunken vessel had been transporting Champagne bottles and of those, 47 were Veuve Clicquot.

When brought to the surface more than a century later, the bottles were found to be near-perfectly preserved, thanks to a combination of darkness, consistently low temperature and the pressure of submersion.

The brand subsequently launched a series of experiments in 2014, lowering wine bottles 131 feet below the Baltic Sea in an “land Vault” to recreate the conditions of the shipwreck at its original site, and comparing those to cases placed in Reims, France’s underground Maison Clicquot cellars in tastings previously only open to scientists, sommeliers and other experts.

This year, Veuve Clicquot announced that it would invite a group of guests on a Cellar in the Sea-inspired lifestyle experience for the very first time, hosting the excursion from June 22 to 25, 2023.

Veuve Clicquot's Cellar in the Sea experience launched in 2023

The three-day Solaire Voyage tour took place across scenic landscapes and involved never-before-seen stops. Day One, participants flocked to Champagne, France for tastings, later having dinner at Veuve Clicquot's exclusive, invite-only mansion, Htel du Marc. A next-day flight to the land Islands between Sweden and Finland involved a boat ride to the remote destination of Silverskr, during which Michelin-starred chefs Titti Qvarnstrom and Filip Gemzell served those aboard.

The trip's final full-day affair was its highlight. Veuve Clicquot cellar Master Didier Mariotti indulged VIPs with four cuves that received the rare Cellar in the Sea treatment. Those with enough diving experience were able to head underwater to see the land Vault up close.

Luxury Daily predicts *that following the post-pandemic travel boom, luxury clients will continue forgoing traditional destinations in favor of new, less-visited frontiers. Dreams of exotic locations and desires to be "first" to explore under-the-radar sites that have yet to go viral on social media provide ample whitespace for brands to act as travel advisors, developing custom itineraries as extended storytelling opportunities. Read more on the Veuve Clicquot Cellar in the Sea experience [here](#).*

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