



Press Release

September 2014

**VEUVE CLICQUOT LAUNCHES ITS FIRST GLOBAL DESIGN INITIATIVE TO
FIND DESIGNER OF THE
2015 LIMITED EDITION MAILBOX**



On October 1st, Veuve Clicquot is launching “The Re-Creation Awards”, a new competition with an international judging panel including renowned designer Tom Dixon OBE.

Hosted in ten countries, including Australia, Brazil and Japan, the contest invites young designers and members of the public to create a limited edition of the Veuve Clicquot Mailbox. The gift box styled like a vintage American mailbox is inspired by Madame Clicquot’s archive letters to her clients, agents and suppliers.

The international winner will see their Mailbox design become the next limited edition for 2015, distributed worldwide, and revealed at Milan Design Week. The designer will also be featured in Wallpaper* Magazine and win 10,000€.

The competition will be judged in each country by the public and a jury of industry leaders, with the UK panel including internationally renowned designer Tom Dixon and Central St Martins Professor Nicholas Rhodes. Two finalists from each country will then be flown to the Hôtel du Marc, Veuve Clicquot’s hotel in Reims, France, for the International Final, judged by an influential judging panel including designers Pablo Reinoso and Ferruccio Laviani.

Since the brand’s inception over 240 years ago, Veuve Clicquot has always championed creativity. In 1816, Madame Clicquot invented ‘riddling’ – a process to remove sediment from champagne making it crystal clear – which was copied by all champagne Houses and continues to be used today. The Re-Creation Mailbox competition seeks to engage artists and novices alike to create the most imaginative design for next year’s Clicquot Mailbox.

The competition opens on October 1st and all entries should be made before the deadline of November 15th. Submissions are to be made at <http://awards.veuve-clicquot.com>.

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Notes to Editors:

About Veuve Clicquot Re-Creation Awards

On www.youtube.com/veuveclicquotseason, participants can view the instructional Mailbox video, and the Veuve Clicquot Facebook page www.Facebook.com/veuveclicquotinternational has complementary information about the competition.

About Veuve Clicquot

Since its creation in 1772, Veuve Clicquot has played an instrumental role in establishing and evolving the Champagne industry. Located in Reims, France, the Veuve Clicquot Vineyard is one of the foremost in the Champagne region, both in size and quality. It covers 382 hectares, spread over 12 of the 17 Grand Crus and 18 of the 39 Premiers Crus. The brand's five qualities range from the classic Yellow Label to renowned Vintages and Cave Privée collections, as well as the finest expression of the House, La Grande Dame.

As Champagne of the Season, Veuve Clicquot toasts the top social gatherings throughout the world. From the cricket at Lord's cricket ground to Goodwood Revival to Festival No. 6, Veuve Clicquot is the perfect complement to the most exclusive and must-attend events of the year's social calendar.