



MOËT INVITES YOU TO #OPENTHENOW

November 11th, 2015

Moët & Chandon is proud to introduce its new brand platform THE NOW.

THE NOW is a moment, a sensation, a rallying cry.
THE NOW is an attitude that revels in the thrill of living,
and that unites us on this bold journey called life.

THE NOW is here to open.
To explore.
To conquer.
To taste.
To embrace.
To share.
To feel.
To live.

Moët & Chandon is THE NOW. It knows that every second is an experience.

Moët & Chandon introduces its new brand film THE NOW, whose conception was entrusted to We Are From LA. The film captures the moments that define THE NOW.

It's *that* unforgettable moment...*that* memorable dance...*that* feeling of friendship...*that* jump into the pool...*that* toast that brings everyone together...

The viewer experiences these unforgettable memories as the characters are living them, in a vibrant celebration. To #openthenow with style, Moët & Chandon's global brand Ambassador Roger Federer takes part in this cinematographic adventure. "THE NOW captures the energy of a moment, and brings together everything that I love about Moët & Chandon," said Roger Federer. "It's about sharing #moetmoments and making these experiences come alive."

The film is set to *Revolution* by Diplo, the renowned American DJ and producer.

"Life is happening right now, all around us. THE NOW is about seizing these moments and having no regrets," said Arnaud de Saignes, International Director of Marketing and Communications for Moët & Chandon. "THE NOW is spontaneous, bold and vibrant, and for life enthusiasts around the world."

Moët & Chandon opened officially THE NOW last night in New York in the presence of We Are From LA and the main characters of the film.

Live THE NOW: www.moet.com/thenow
Explore THE NOW & check out the new Moët clip: www.youtube.com/moet/
Share THE NOW: www.facebook.com/moet
Spread THE NOW: www.instagram.com/moetchandon/

*Let's love THE NOW, because tomorrow will bring its own adventures.
Let's play THE NOW, because we're all here together.
Let's dive into THE NOW, because the world is here for the taking.
Let's ride THE NOW, because we're making the most of it, and raising the game.*

About Moët & Chandon

Founded in 1743, Moët & Chandon is the Maison that introduced champagne to the world by offering a range of unique wines for every occasion. From the iconic Moët Impérial to the Grand Vintage Collection, the extroverted Moët Rosé Impérial to the innovative Moët Ice Impérial, each champagne dazzles and delights with bright fruitiness, an enticing palate and an elegant maturity.

And NOW: Moët & Chandon celebrates the thrill of living. With a bottle of its champagne opened every second around the globe, Moët & Chandon knows that every second is an experience, and every experience is a #moetmoment to live now. #openthenow

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