



MOËT & CHANDON VENICE 2021 Celebrating Cinema

Moët & Chandon, the Champagne of the great Cinema, is sponsor of the 78th Venice International Film Festival - La Biennale Venezia, confirming its indissoluble bond with the seventh art.

An unmissable event for Moët & Chandon, the Champagne synonymous with glamour and success since 1743, that brings its unmistakable allure to the Venice Red Carpet for the 10th time in a row.

Moët & Chandon is the global symbol and the ambassador of the age-old complex and refined glamour. This has contributed to build the legendary aesthetics of Cinema in more than one century of cameos, red carpets, parties, ceremonies and premieres all over the world. Moët & Chandon returns to Venice with the "Toast for a Cause" format: an international format that involves several guests who toast in support of a charity, active in all the most prestigious international events in which the brand is a partner. For sure this new vision enriches the allure of the great events signed by Moët & Chandon with an approach that is strongly concrete and rooted in the historical moment.

Moët & Chandon shares with the world the magic of Champagne, pure essence of the Maison's heritage, signing the Festival's celebrations, including the opening and closing night of the 78th Venice International Film Festival - La Biennale Venezia.

Moët & Chandon has won the heart of cinema, celebrating the great achievements of generations of actors and directors of the international scene at premieres and international festivals, such as the Golden Globe Awards, the Oscars, etc.

The liaison between the seventh art and Moët & Chandon is a historic and prestigious one; launched in the 1930s and consolidated by the enthusiasm of international stars who have been mesmerized by the Maison's *savoir-fête*. Cary Grant, Paul Newman, George Clooney and Scarlett Johansson are only a couple of the celebrities charmed by the golden perlage of the iconic Champagne.

Moët & Chandon has always been present with its glamorous sparkling in the Hollywood scenes: it was masterfully celebrated in Billy Wilder's *Love in the Afternoon*, where a lovely Audrey Hepburn sips Moët & Chandon, in *The Great Gatsby*, where it was chosen as the official Champagne for the movie, and in the recent *The Greatest Showman*, just to mention a few.

Moët & Chandon adds that *je ne sais quoi* to every celebration with its ability to transform, with unmistakable effervescence and incomparable elegance, the ordinary in extraordinary.

ABOUT MOËT & CHANDON

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

Since its founding, Moët & Chandon has been a Champagne of choice to celebrate historical moments or private moments of great personal importance. For each of life's memorable moments, Moët & Chandon has a style of Champagne that marks the moment in a very unique way.

Please drink Responsibly
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