



VEUVE CLICQUOT CELEBRATES THE SUMMER SEASON IN STYLE
AT THE VEUVE CLICQUOT POLO SERIES INVITATIONAL



For the past ten years, Veuve Clicquot has brought its refined touch of art de vivre to the spirited world of polo for international visitors, celebrities and locals alike. This year Veuve Clicquot once again welcomed more than 1,000 polo enthusiasts to the picturesque Val de Vie Estate to celebrate a lively afternoon complete with fast-paced polo, 'Parisian chic' fashion, and of course Veuve Clicquot champagne.

Veuve Clicquot has a shared heritage with polo, and the House has supported polo events around the world since the 1990s. The Veuve Clicquot Polo Series Invitational is the highlight event of the new Veuve Clicquot Polo Series 2019 – 2020 in South Africa, a fresh summer long event format. Once again celebrating this millennia-old sport in joyful Veuve Clicquot style, the vast green polo field, with breath-taking views of the Paarl-Franschhoek mountains, was flanked by spectators who lounged under sun-burst yellow parasols looking perfectly 'Parisian chic', sipping Veuve Clicquot in the afternoon sun.

"More than champagne, Veuve Clicquot is an attitude that sparkles with joie de vivre and the Veuve Clicquot Polo Series Invitational was once again one of the most glamorous and stylish daytime events of the summer season in Cape Town," commented Pascal Asin, Managing Director of Moët Hennessy Africa Middle East.

The vivacious Nomzamo Mbatha, international actress, philanthropist and friend of Veuve Clicquot, flew in from Los Angeles to host the high-profile event – a role she's enjoyed since 2016. Always a star-studded affair, the Veuve Clicquot Polo Series Invitational was attended by celebrities and friends of the brand including Mhlali Ndamase, Terry Pheto and Linda Mtoba. Ayanda Thabethe looked radiant in a burnt orange tuille dress by Yonela Collection and first-time attendees including Kefilwe Mabote and Kay Sibiyi, were joined by friends inside the VIP area overlooking the fields. Siv Ngesi and Carol Bouwer were returning guests.

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Guests were treated in true Clicquot style with chilled Veuve Clicquot Yellow Label – the Maison’s signature champagne, a delicious gourmet lunch, and luxe seating with prime field-side views. Live entertainment courtesy of Shekhinah and DJ Sumboddy set an upbeat tone for the day.

As is tradition during halftime, crowds streamed onto the field and stomped the divots, glasses of Veuve Clicquot in hand. Bursts of Clicquot-colour contrasted beautifully against the vast blue African sky, with guests embracing ‘Parisian chic’ in stunning summer dresses, breezy linen suits, chic shorts, summer hats, and of course, the stylish wedge heel perfect for the divot stomp tradition.

The buzz in the air was palpable as talented local and international polo players entertained fans with their exceptional skill and horsemanship. The Val de Vie Polo Club dominated in the first match with a 7 to 4 victory against Accra Polo Club with Ignaz Marx named as Most Valued Player. The main match featured top South African national players Tom de Bruin and Dirk van Reenen. A closely fought final saw Team Hisense gain victory against Team Veuve Clicquot with a final score of 9 to 8, laying claim to the coveted trophy and a Veuve Clicquot Magnum, just in time for the celebratory podium champagne spray. On the day, Jan Albert Steenkamp was named the Most Valued Player and Spanish Dancer, owned by Martin Venter and played by Marek Kanigowski, recognised as the Best Playing Pony of the main match.

Veuve Clicquot Polo Series Invitational once again set the tone for an unforgettable Veuve Clicquot Season in South Africa, a calendar of exciting, social, and high-profile events that provide Clicquot fans with the perfect platform to experience Veuve Clicquot under the African sun.

ABOUT VEUVE CLICQUOT

Founded in 1772 in Reims, France, champagne house Veuve Clicquot colors life with audacity. More than champagne, Veuve Clicquot is an attitude that sparkles with joie de vivre, embodied by the House’s signature sunburst-yellow color. Madame Clicquot, the audaciously innovative woman known as la grande dame of Champagne, took the reins of the House in 1805 at 27 years old, and became one of the first businesswomen of modern times. She cultivated a culture of excellence, and adopted “only one quality, the finest” as her motto. Her passion, vision, and innate sense of French art de vivre live on today in the House that bears her name. Veuve Clicquot spreads delight through its remarkable champagne range, including the iconic Yellow Label, and its joyful experiences around the world

Please drink responsibly

www.veuveclicquot.com

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ABOUT THE EVENT PARTNERS

Associate Partner Hisense entered the South African market in 1996 and has since become a popular household name for TV’s, home appliances and mobile phones. At the Veuve Clicquot Polo Series Invitational, Hisense had their 100-inch high-tech laser TV for guests to enjoy smooth, detailed, colour explosive 4K images projected to an ambient light-reflective screen.

Volvo Car South Africa is the Vehicle Partner for the event, epitomising luxury and excellence. On the day of the event, Volvo’s latest vehicles were on display and lead the polo players onto the field for the main match between team Veuve Clicquot and team Hisense. Key to any polo match is timekeeping and Swiss brand Jaeger-LeCoultre was the Timekeeping Partner for the event.

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South African Tourism as the Official Tourism Partner brought the Accra Polo Club from Ghana to play the Val de Vie Polo Club team in the curtain raiser match. South African Tourism is focused toward attracting polo enthusiasts in Ghana to patronise polo events in South Africa and encourage West Africans to attend events such as the Veuve Clicquot Polo Series Invitational to explore other parts of South Africa in order to experience the diversity the country has to offer.

The Pearl Valley Hotel by Mantis joined as Hotel Partner and guests could experience all the classic comforts and conveniences from a luxury hotel with the exceptional service that have become synonymous with The Mantis Collection.

Sports 24hrs and taxis were responsible for park-and-ride services on the event day as the Human Carrier Partner.

All hospitality bar services were managed by Thirst Bar Services as the Bar Service Partner.

Water Partner Valpré, begins its journey as rain falling over South Africa's valleys and naturally filters through the earth for up to 15 years, to bring guests a world class spring water with balanced salts. Beverage Partner, Appletizer was complimentary on the day to keep guests hydrated. Schweppes served refreshments with style as the official Mixer Partner, bringing people, flavour and enjoyment together.

Beauty Partner Guerlain provided guests the opportunity to experience the latest of unparalleled fragrances and make-up that reflect the brand's inimitable chic French style.

Lakrids by Bulow is an exceptional Danish liquorice that inspire people around the world with its unique Nordic flavour. Guests enjoyed sampling the product as the official Confectionery Partner of the event.

Daneel Diamond Manufacturers, the event's official Jewellery Partner has been at the forefront of the South African diamond industry, being the largest manufacturer of high-quality diamonds in the Western Cape.

SAfm joined as Radio Media Partner and E! Entertainment as TV Media Partner.

WIFI Partner Huge Networks supplied complimentary WIFI on the day to ensure that memories of the event were instantly shared on social media under the hashtags #VCPOLOSERIES and #LIVECLICQUOT

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High resolution images and event video:

<https://www.dropbox.com/sh/4ljurh89q4gxhsb/AAB9-jwmfWrpr4tVZ6FtoMMEa?dl=0>

Contact details: pr@valdevie.co.za

*Events
by*

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