



Clockwise: Stephanie Watine Arnault; Currently, Clos19 delivers wines and spirits in New York and California, but the website also offers tips for food pairings, and exclusive travel packages.



UP CLOS *and Personal*

LVMH welcomes customers into the world of its Champagne brands with a new e-boutique dedicated to the art of hosting.

BY OUSSAMA ZAHR

Clos19 is a new online destination for Champagne lovers, dinner-party throwers and culture tourists. The brainchild of Stephanie Watine Arnault—niece of Bernard Arnault, the CEO of LVMH Moët Hennessy Louis Vuitton—the site is an e-tailer, lifestyle blog and travel agency all rolled into one. Members can order champs for home delivery, watch how-to videos on bartending, book tours of Hennessy’s and Veuve Clicquot’s historic cellars and read Roger Federer’s thoughts on hosting.

It’s this last idea—the art of hosting—that ties everything

together for Watine Arnault. “Madame Clicquot used to keep a beautiful *cabier de commandes* where she was taking customers’ orders,” she says of the 19th-century businesswoman and widow (*veuve* in French) for whom the powerhouse bubbly brand was named. “She knew their names, preferences, and what they were buying, so she could really engage with these people. I’m trying to recreate that in a modern way.”

It’s an age-old idea inspired by changing times. “Unlike the fashion brands within the LVMH

portfolio, there are no [physical] shops in the Wines & Spirits division,” says Watine Arnault. “People are now looking for more than just products; they want to live an experience and get an understanding of the *savoir faire* behind the brands.” She also wants to appeal to a new generation of consumers who prefer to stay in and socialize at home. With Clos19, she says, “we aim to give people the tools with which they can become the perfect host—whatever that means to them.” clos19.com

“We want to use the digital world to communicate in a contemporary and playful way the value of the art de vivre.”

—Stephanie Watine Arnault