

# CLASSIC DRIVER

## [This Veuve Clicquot travel trunk makes your Champagne cooler](#)

**Lead**

Inspired by founder Madame Clicquot’s drive to export her wines beyond the borders of France, Veuve Clicquot has revealed a pair of quirky new packaging concepts for bottles of its Yellow Label Champagne...

**Bubbles in transit**



The ‘Cliquot Arrow’ is available with a choice of 29 global destinations emblazoned on the case’s front, along with their respective distance from the company’s production house in Reims. Intended to be used as a set of building blocks for you own ‘installation’, you can stack several in the style of an old-fashioned street sign, featuring your own personal itinerary. Meanwhile, the ‘Cliquot Trunk’ is made from yellow cardboard and leatherette, and comes with stylised destination stickers inspired by those attached to vintage travel trunks.

*Photos: Veuve Clicquot*

**Gallery**



**Source URL:** <https://www.classicdriver.com/en/article/collectables/veuve-clicquot-travel-trunk-makes-your-champagne-cooler>  
© Classic Driver. All rights reserved.