vinetur

Moët & Chandon Drops the Sleeve From Ice Impérial

The champagne house’s new Pharrell Williams collaboration puts the bottle itself at the center of a summer release.

Monday, June 1, 2026



Moët & Chandon and Pharrell Williams are extending their partnership this summer with a new limited offering built around Ice Impérial, the champagne house’s bottle designed to be served over ice. The release, announced Monday, follows their first collaboration in 2025, when the French maison and the musician worked together on special editions of Brut Impérial and Nectar Impérial Rosé.

The new version of Moët & Chandon Ice Impérial will arrive in select retailers beginning this month. For the first time since the cuvée was introduced in 2011, the bottle will be sold without its white sleeve, leaving the champagne visible and placing a label signed by Williams at the center of the design. The company said the change was meant to

strip the presentation down to what it sees as the essentials: the wine itself and the social moments around it.

Williams said in a statement that he wanted to keep the message simple. “It’s about summer, community, and enjoying champagne your way; the experience comes first,” he said.

The campaign is set in Saint-Tropez, on the French Riviera, a place Moët & Chandon describes as central to the origin of Ice Impérial’s serving ritual. The house says it first noticed more than 15 years ago that locals and visitors in Saint-Tropez were drinking Moët over ice during warm-weather gatherings. That observation led to Ice Impérial, which remains unusual in the champagne category because it was created specifically to be served over ice.

Moët & Chandon said Ice Impérial is blended mainly from Pinot Noir and Meunier, with Chardonnay adding balance and finesse. The house describes the wine as having tropical fruit notes, a full palate and a fresh finish. It is made in a demi-sec style, which gives it more sweetness than many traditional champagnes and makes it suitable for serving in wide glasses with three ice cubes.

Benoit Gouez, Moët & Chandon’s cellar master, said the cuvée reflects the company’s effort to explore new tasting rituals. He called it “the Maison’s freest and most carefree expression,” adding that it was intended for summer drinking.

The collaboration also fits into a broader strategy by Moët & Chandon to use fashion and music partnerships to refresh its image with younger luxury consumers while keeping its core identity tied to celebration. Since 2025, Williams has been reworking some of the house’s best-known labels as part of that effort.

Saint-Tropez remains an important reference point for the brand because of its association with leisure culture on the Mediterranean coast. By returning there for this campaign, Moët & Chandon is linking the product not only to a specific place but also to a style of consumption centered on informal gatherings, outdoor service and warm-weather entertaining.

The new bottle will be available through selected retailers starting June 1.