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Moët & Chandon at the 2024 Golden Globe Awards

A toast to cinema and philanthropy at the 81st Golden Globes

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Moët & Chandon, a name synonymous with luxury and celebration, further solidified its status as a beacon of glamour and philanthropy at the 81st Golden Globe Awards. As the official champagne of this prestigious event, Moët & Chandon not only toasted to the remarkable achievements in cinema but also illuminated its dedication to social responsibility through its 'Toast for a Cause' initiative. The night at the Beverly Hilton in Los Angeles was not just about the dazzle of Hollywood but also about giving back, underscoring the spirit of solidarity that pervades the entertainment industry.

The 81st edition of the Golden Globes marked a momentous occasion, welcoming a new year of cinematic excellence. Stars like Margot Robbie, Dua Lipa, Oprah Winfrey, Helen Mirren, Amanda Seyfried, America Ferrera, Elizabeth Banks, Elizabeth Olsen, Jason Sudeikis, Brendan Hunt, Rosamund Pike, Simu Liu, Greta Lee, and Hari Nef graced the red carpet, each raising a Moët Mini in support of various charities. This gesture, a cornerstone of Moët & Chandon's 'Toast for a Cause', not only celebrated their nominations but also triggered donations to over 20 organizations. Moët & Chandon matched these contributions, further bolstering their philanthropic impact.

In a significant move to support those affected by the recent industry strikes, Moët & Chandon partnered with the Motion Picture & Television Fund to create the 'Crew Support Fund'. This initiative is a testament to the brand's long-standing commitment to the entertainment community, offering immediate resources and support to the hardworking crews in film and television.

The evening was further elevated by the presence of musical sensations FINNEAS and Billie Eilish, who were seen posing with their award for Best Original Song - Motion Picture. Their success, like that of their peers, was toasted with glasses of Moët Impérial Brut and Moët & Chandon Rosé Impérial. These selections showcased the Maison's unique style, marked by bright fruitiness, a seductive palate, and an elegant maturity.

As guests savored the exceptional menu curated by Chef Nobu Matsuhisa, the effervescence of Moët & Chandon champagne added an extra layer of luxury and refinement to the evening. The Maison, through its continued presence at the Golden

Globes, reaffirms its role not just as a purveyor of fine champagne, but as a pillar of community support and a symbol of the celebratory spirit that defines Hollywood's most glamorous events.

Moët & Chandon at the 81st Golden Globe Awards was not just about toasting to cinematic achievements; it was a demonstration of how glamour and philanthropy can intertwine, creating moments that are not only memorable but also meaningful. The Maison invites everyone to embrace the spirit of celebration and generosity, echoing the way icons celebrate during award season.