Beat: Vips

JAY Z LAUNCHES ACE OF SPADE BRAND CHAMPAGNE WHICH COSTS $760 A BOTTLE

ONLY 3000 LIMITED BOTTLES PRODUCED

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USPA NEWS - One year ago, Jay Z had bought the French brand Armand De Brignac. He felt that the bottles are made famous thanks to his music videos. Since then, Jay Z good investor launches a brand new "Ace of Spades" not vintage nor Grand Cru champagne but "Premium" fixed its price being $ 760 per bottle.

JAY Z MADE A GOOD MARKETING COUP WITH HIS NEW BRAND OF CHAMPAGNE BLING BLING OKLM
Jay Z knows how to do its reputation for surfing and ideal showcase to marketing the bottles of champagne. Thus in his music videos, the packaging of bottles of “Armand Brignac“, already were all the rage in the middle of the night Bling Bling. The bottles flashy packaging were already referenced in its own night club called the 40/40, in Manhattan.
Jay Z businessman preferred to separate from Cristal, holder of the brand “Armand De Brignac“, taunting them with the launch of its own brand. Following a disagreement with this house whose pdf felt that his champagne was taking too because in hip hop music ... Jay Z took message as arrogant, being given the publicity it could generate for the champagne house.
The marketing position was as the French, became too "identity" and misjudged by the owner of that was owned by the company Cristal brand "Armand Brignac“.
A boycott that pays, since Jay Z launched and spilled champagne afloat with its new exorbitant price of $ 760 the bottle. At that price the customer buys "Jay Z" brand more than the same brand itself. As for the quality even champagne, it does not really target the connoisseurs of champagne, but at most amateurs, impressed by flashy packaging and shock-like chic and luxurious ... This excess of gilding is not necessary, otherwise knowing that the champagnes are by definition offered in a luxury bottled container. It seems that the champagne is not good menage with hip hop and rap clips. Jay Z pushes by his ego has not only wanted to prove it was possible to drink costly champagne by music fans African American, and in addition they have the means to afford a dizzying prices. Indeed the brand comes up in "Ace of Spades, white black" a subliminal message very clearly enacts the brand slogan. A form of expression of identity strong and well studied, we must recognise to show the success lira money from billionaire as Jay Z, whose fortune is estimated at $ 520 million according to Forbes magazine.
"Ace of Spades white black" only the beauty of the bottle, justify such a price. Design home Courreges, a great French couturier, fine gold. In fact the bottle is artistically designed and offers forms of glass star. It is then a collector object, that requires not to be broken nor ever not throw.The average price of a bottle of champagne in France is 20 to $ 30 on average, which corresponds to an almost affordable price to all, in Europe, for drink a feast, synonymous as the luxury at an affordable price.----------CONTEXT----------Armand de Brignac, produced by a small house in Chigny-les-Roses (Marne). This name certainly speaks to fans of the star as lovers of champagne. Although Cattier, the Honourable producer, owns the vineyard since 1763, the history of this brand is more a case of marketing school of winemaking tradition.
The vintage "Ace of Spades" (Ace of Spades) Armand de Brignac was born in 2006 following a dispute between Jay Z and Louis Roederer, who was previously the favorite champagne of the rapper. One of the brand's leaders had made the mistake spill into the Economist magazine about the reasons for the success of Louis Roederer in the rap. "What can I do?, He replied. We can not stop people from buying it. I'm sure Dom Perignon or Krug would be delighted to have this clientele. "
But some packages (Courrèges designed the bottle, gold-plated, set with an ace of spades) and promotion without moderation (the bottle known as Jay Z appears in the clips, including "Show Me What You Got") contributed to the success of the old brand. Their choice was Cattier, which has a registered neglected since the 1950s: Armand de Brignac. Source: Forbes, Bloomberg

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