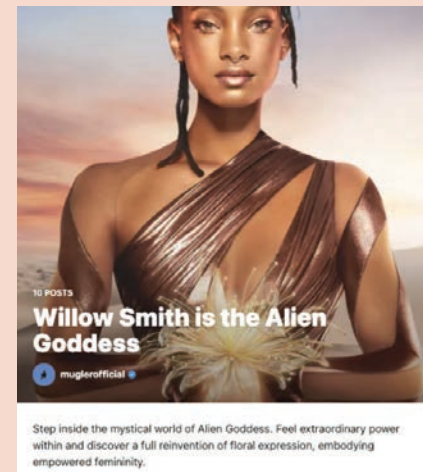
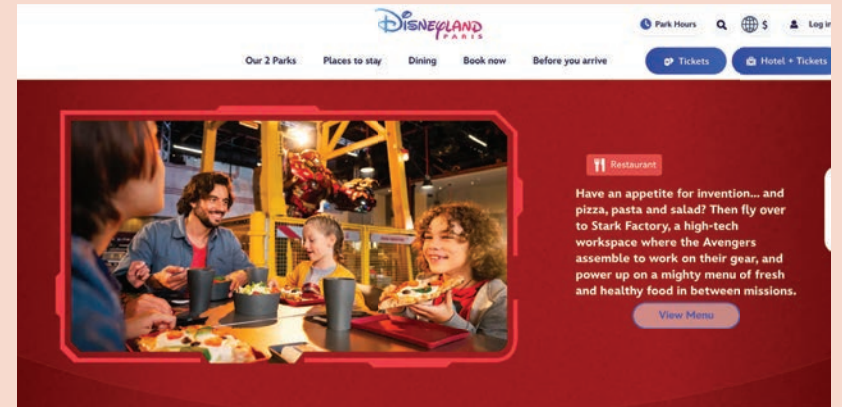


Lilyan Urbanczuk

Copywriting Portfolio



Moët & Chandon Newsletters

Weekly Moët & Chandon newsletters, sharing brand news and events while driving engagement, incentives, and website traffic. Regular updates to the website for e-Commerce, special events, and brand partnerships.

MOËT & CHANDON



BEYOND THE COURT

From rooftop bars to watch parties nationwide, Moët & Chandon invites you to share in the energy of the game with those who celebrate it best.

Join us at New York's Gansevoort Meatpacking for a one-of-a-kind experience inspired by the spirit of the sport, along with special moments throughout the city at The Victoria Restaurant, Al Fiori, Printemps New York and more.

EXPERIENCES NEAR YOU



THE MOËT BAR IS OPEN



Attending a match?

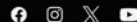
Visit us at the legendary Moët & Chandon Bar, just steps from all the action, and enjoy Moët Impérial Brut & Rosé Impérial served in our iconic golden goblets or Ice Impérial, Ice Impérial Rosé or the new Moët Ice Mimosa—served in a limited-edition goblet featuring Ice Impérial and fresh juice.

PLAN YOUR VISIT

MOËT & CHANDON

Official Champagne

Follow us on



MOËT & CHANDON



THE OFFICIAL CHAMPAGNE OF THE US OPEN

A TOAST TO CHAMPIONS

With every serve, the excitement rises. As the Finals approach, now is the time to prepare for unforgettable moments.

Moët & Chandon is proud to celebrate the US Open Finals and the extraordinary athletes who have inspired fans from every corner of the world.

From the energy of the stadium to spirited gatherings hosted at home, the Finals call for a celebratory toast to brilliance and a moment destined to be remembered —because victory is better when shared.

TOAST WITH MOËT



MOËT IMPÉRIAL

ICE IMPÉRIAL

BUY NOW


BUY NOW



MOËT & CHANDON
Official Champagne


Web Copy

MOËT & CHANDON



OFFICIAL CHAMPAGNE OF FORMULA 1®
MOËT & CHANDON RETURNS TO THE PODIUM

For more than 60 years, Moët & Chandon remains the Official Champagne of Formula 1, honoring a decade-long partnership with F1®. Reuniting the Maison's enduring bond with the motorsport, we're giving up to 100 new thrills and unforgettable celebrations. Cheers to the thrilling victories that lie ahead.



Let the celebrations begin

The spirit of victory is every pop. Every race's most anticipated moment, the top three drivers and winning Constructor join each other on the podium, toasting to their shared triumph. Moët & Chandon will once again be apart of the excitement at every Grand Prix, renewing the link between celebration and excellence on the race track.

"We are honored and excited to return as the Official Champagne of Formula 1, celebrating a shared history of collective triumph and dedication since the 1950s."
— Niki Lauda, CEO and President of Moët & Chandon

MOËT & CHANDON

Formula 1

MOËT & CHANDON

Champagne
Moët & Chandon
x Pharrell
Williams Limited
Edition Brut
Impérial

Blending | Reverence | Vibrant

Buy Now

To elevate the birthday celebration, Moët & Chandon and Pharrell Williams unveil a limited-edition Brut Impérial collection, with bottles dressed in Midnight Blue, Gold and Deep Red. Pharrell's signature is elegantly featured in white dotted pearls on both the bottle and box, turning each piece into a true collector's item. This collaboration reflects a bold commitment to creative expression, blending timeless champagne with Pharrell's visionary touch.

Kindly note that in certain locations we are not able to guarantee a specific bottle color for your order. Sleevesold with the limited edition.

READLESS

BLEND

Created from more than 100 different wines, of which 20% to 30% are reserve wines specially selected to enhance its maturity, complexity and consistency, the assemblage reflects the diversity and complementarity of the three grapes varieties:

THE BODY OF PINOT NOIR: 30 to 40%
THE SUPPLENESS OF PINOT MEUNIER: 30 to 40%
THE FINESSE OF CHARDONNAY: 20 to 30%

Dosage: 7 g/liter
Contains sulphites



TASTING NOTES

An elegant colour

Golden straw yellow with green highlights

A sparkling bouquet

- The vibrant intensity of green apple and citrus fruit
- The freshness of mineral nuances and white flowers
- The elegance of blend notes (brioche, cereal, fresh nuts)



Pharrell Williams

MOËT & CHANDON


ILLUMINATE THE HOLIDAYS
WITH THE PERFECT GIFT

This season, Moët & Chandon invites you to share moments of love and connection with elegant, personalized gifting.

Discover our best sellers and limited editions, including two festive bottles that embody passion, connection, and the spirit of the season. Whether you're gifting or celebrating, find the perfect champagne to transform each toast into an unforgettable memory filled with warmth and collective joy.

LIMITED EDITION WRAPPED IN COLOR

Moët & Chandon invites you to savor moments of togetherness and refined celebration. With exclusive Limited Edition bottles reflecting love and joy, each toast becomes a tribute the vibrant spirit of the season.



THE GIFTING EXPERIENCE

Make your gifts unforgettable this year. Visit one of our exclusive pop-ups worldwide to discover the perfect bottle and add a personalized touch.

FIND A POP-UP STORE

Holiday Gifting

Moët & Chandon

Social Copy

Instagram captions for the Moët & Chandon global account, delivering an elegant and inspiring tone that captures the brand's luxury and celebratory spirit. Regularly co-posting with high-profile talent, brands, and influencers.



Co-post Roger Federer



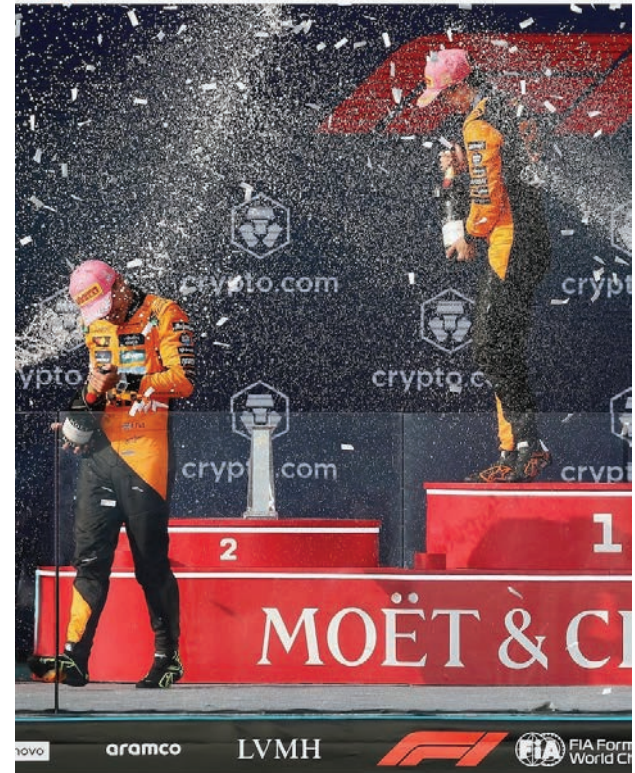
1,826 31 51

moetchandon Add some color to your glass. Every sip of Rosé Impérial is filled with ripe strawberry, raspberry, gooseberry and the feeling of celebration.



1,625 26 66

moetchandon Pop open the unexpected. Ice Impérial bursts with tropical fruits and a crisp finish, made to shine over ice.



14.6K 23 227

moetchandon Victory is better when shared. Raising a glass to the thrill of the race and every shared moment at the Formula 1® Crypto.com Miami Grand Prix 2025, on and off the track.

Co-post Formula 1

Disneyland Paris

UX Writing

Crafting clear, user-friendly copy for Disneyland's web and mobile app, delivering the most up-to-date, digestible information for parkgoers in the playful and magical Disneyland Tone of Voice.



[Park Hours](#) [Q](#) [Globe](#) [\\$](#) [Log in](#)

[Our 2 Parks](#) [Places to stay](#) [Dining](#) [Book now](#) [Before you arrive](#)

[Tickets](#) [Hotel + Tickets](#)



Restaurant

Have an appetite for invention... and pizza, pasta and salad? Then fly over to Stark Factory, a high-tech workspace where the Avengers assemble to work on their gear, and power up on a mighty menu of fresh and healthy food in between missions.

[View Menu](#)

Enjoy a tasty break between missions!



Power up with these specialities

Tony Stark has transformed his father's former factory into a one-stop shop for heroes to come and build their equipment and repair their armour while on Campus. And because even inventors need to eat, Tony has ensured that the kitchen is well stocked with the tasty treats of home! Take a seat at one of the work tables and enjoy a meal surrounded by hi-tech gear and plans, including schematics for a new wing-pack for Falcon... and a giant Hulkbuster armour complete with dings and scratches from previous battles. Recruits can even take a seat in the perfectly-preserved former office of Peggy Carter!



A pizza fit for Super Heroes

Get a boost with this classic pizza that's so tasty it will help you succeed in your next mission.



Vegan Neapolitan Sauce Pennette

Re-energise yourself with this pasta dish with Neapolitan sauce and basil.



Vegan Hyper Bowl

The perfect combo for a recruit on a mission? Tofu, bulgur, quinoa, vegetables... and more!




Guardians Choco Orb

It'll take all your powers to not love this delicious dessert! Just watch out for the explosion of flavours.

[View Menu](#)

Feedback

Feedback



Restaurant

Lead your hungry heroes to this experimental lab and power up with good food at size-defying scales! Here, super-smart chefs use Ant-Man and The Wasp's PYM Particle technology to shrink and grow ingredients, creating a buffet of big bites and tiny snacks that caters for appetites of all sizes!

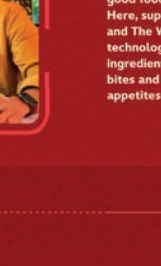
[View Menu](#)

Book your table now!

Our table service and all-you-can-eat buffet restaurants are very popular, so book your table well in advance (up to 2 months in advance or upon booking confirmation for Disney Hotel Guests)

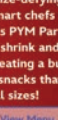
[Book a table](#)

Enjoy good food at size-defying scales




Size-defying specialties!

Step into the former lab of Dr. Hank Pym, world-famous inventor of the Pym Particles. Ant-Man and Hank's daughter Hope van Dyne have repurposed Dr. Pym's lab, turning it into a state-of-the-art food-science research hub. Their aim? To eliminate food shortages and waste forever by shrinking or growing meals to their perfect size. Recruits are invited to visit their kitchen-lab and taste-test the big bites and tiny treats created with this innovative world-changing tech!




Giant Burger and Subatomic Burger

Conquer your heroic hunger with these burgers that come with salad, tomato, melted cheddar and more!




Maxi-Mini Shortbreads

Choose this devastating duo for a sweet snack full of maximum deliciousness.



Particles Mocktail and Red Fruit Serum

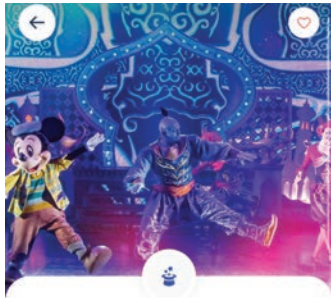
Satisfy your thirst for adventure with this experimental drink that blends out-of-this-world flavours!



Caesar Salad and Colossal Croutons

Lighter options such as this reimagined classic, a soup or a gazpacho are a perfect dish at any time.

[View Menu](#)



Mickey and the Magician

♥ Don't miss! 🕒 Back on 13 December

 Guaranteed access option



Our breathtaking indoor stage shows are open to all, but our theatres can fill up fast. Don't miss out on this unmissable experience, guarantee your access and enter the show via a dedicated line! Limited availability.

€15 per Guest

Book now

At Animagic Theater, follow Mickey as he learns the 'tricks' of his trade from magical Disney Characters such as Genie from Aladdin, Lumière from Beauty and the Beast and Rafiki from The Lion King!

Enjoy 30 minutes (approx.) of magic tricks, musical songs and dance!

Audio description available in French and English every day in the free AudioSpot application.

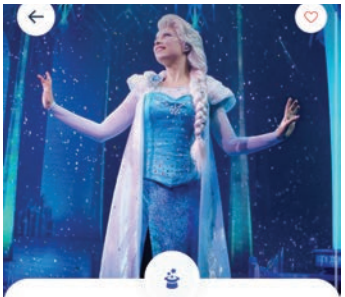
The show is subject to change, postponement or cancellation without prior notice, particularly in the event of bad weather or safety concerns.

 Park **Walt Disney Studios Park**

Location World Premiere Plaza

 Age Interests Preschoolers, Kids, Tweens,
Teens, Adults, All Ages

 Duration 30 min



Frozen: A Musical Invitation

ⓘ Next show tomorrow

Great for young kids

 **Guaranteed access option**



Our breathtaking indoor stage shows are open to all, but our theatres can fill up fast. Don't miss out on this unmissable experience, guarantee your access and enter the show via a dedicated line! Limited availability.

€15 per Guest

Book now

Be prepared to unleash the magic that lies within you on an enchanting Frozen journey that takes you to Kristoff's barn. Along the way you'll join Sven and Kristoff for a rendition of a classic reindeer tribute, master Anna's magical dance moves in time to surprise Elsa in her Ice Palace during a joyful rendition of Let It Go. This show is very popular and places are limited, so please arrive early to be sure to get in!

 Park Walt Disney Studios Park

Location World Premiere Plaza

 Age Interests Preschoolers, Kids, Tweens,
Teens, Adults, All Ages

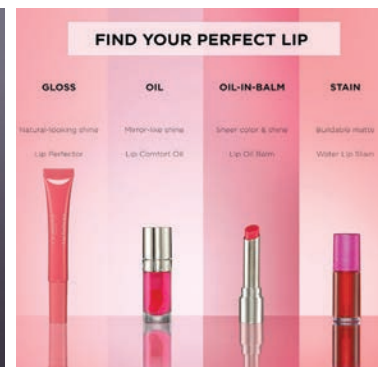
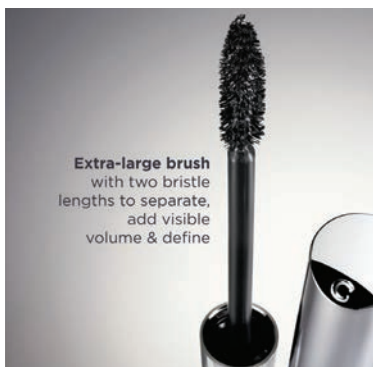
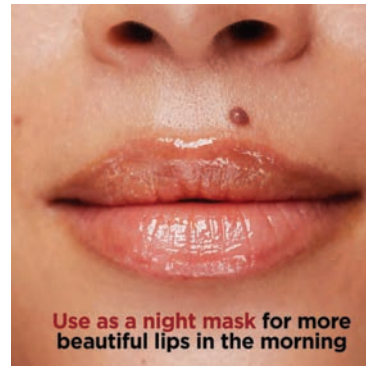
 Duration 30 min

[View on map](#)

Clarins

Product & Campaign Copy

Product copy for Clarins' e-Commerce platforms and crafting copy for the "Not Just Makeup" campaign across digital, video, and print. Developed the concept of an iPhone-alarm-inspired on/off switch to highlight that applying makeup is also a moment to care for your skin.



Not Just Makeup Campaign



DISCOVER THE SUPER RESTORATIVE
BEAUTY ROUTINES

CARE ☒ MAKEUP

TONE	FIRM	HYDRATE	PROTECT
Super Restorative Treatment Essence £44.20	Super Restorative Remodelling Serum £73.10	Super Restorative Day and Night Cream From £77	Super Restorative Hand Cream £37.40
Quick buy	Quick buy	Discover the range	Quick buy

DISCOVER THE SUPER RESTORATIVE
BEAUTY ROUTINES

CARE ☒ MAKEUP

DISCOVER THE SUPER RESTORATIVE
BEAUTY ROUTINES

CARE ☐ MAKEUP

SKIN	COMPLEXION	EYES	LIPS
Super Restorative Day Cream £68.00	Everlasting Youth Fluid £32.30	Wonder Perfect Mascara 4D £21.25	Joli Rouge £22.10
Quick buy	Quick buy	Quick buy	Quick buy

DISCOVER THE SUPER RESTORATIVE
BEAUTY ROUTINES

CARE ☐ MAKEUP

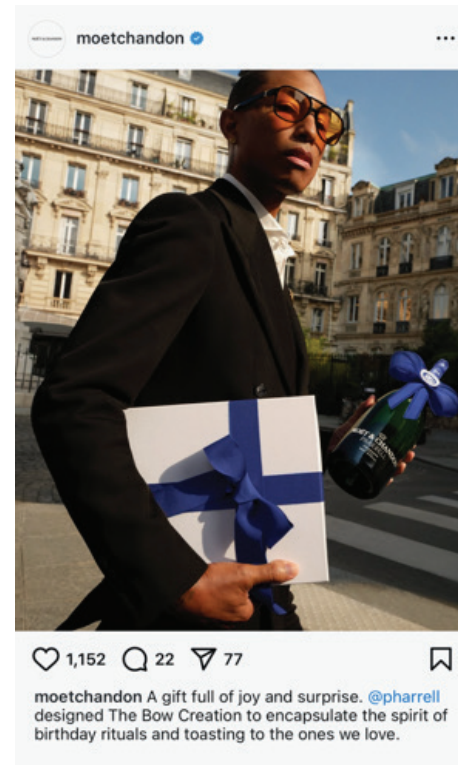
Clarins Website Makeup Landing Page: Makeup On, Skincare Activated

Moët Hennessy

Social Copy

Instagram content and captions for multiple Wine & Spirit houses within the group. Created the “Shot of History” series for Volcán Tequila, putting a playful spin on educational content. Covered the Pharrell Williams and Formula 1 Instagram campaigns for Moët & Chandon, and wrote captions for Chandon Garden Spritz, Chandon, and Hennessy global accounts.

A Shot of History Series





336 likes

chandongarden_spritz We're sharing one of our secret spots to chill with #ChandonGardenSpritz because we're not Shellfish.... 🍷🦞 Find us at Lobster'n'rolls in Knokke, Belgium

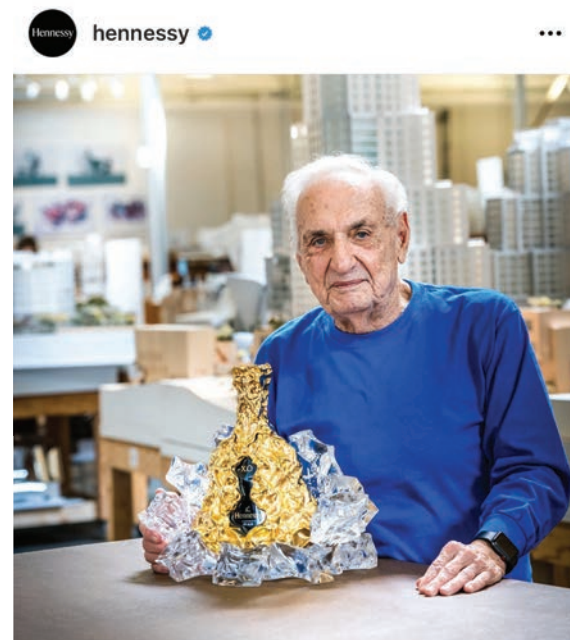
#chandon #chandongardenspritz
#FirstSipOfSummer

Chandon Garden Spritz



chandon A serving of sunshine ☀️ Treat your guests to the bold and bright flavour inside Chandon Garden Spritz, all you have to do is pour 🍷

Chandon



Liked by felicie_muso and 86947 others

hennessy The endless desire to dare is shared by master architect Frank Gehry and the cognac mastery of Hennessy. Both turn their limits in nature or choice of materials into the fruits of their creativity. Hennessy X.O's 150 year old legacy is just beginning with a brand new take on its unusual decanter, using a combination of glass and bronze dipped in gold.


Discover more about the collaboration through the link in our bio. #HennessyXO #FrankGehry #Hennessy

Hennessy x Frank Gehry

Montvel

Web Copy

French barbecue brand Montvel needed a translation of their website into clear, native English. Using UX writing principles, I refined product copy to appeal to English-speaking customers.



MONTVEL BARBECUE WHY MONTVEL? PELLETS RECIPES BLOG [CONTACT](#) [SHOP](#)

The gourmet barbecue

Make intense flavour effortless with Montvel, the first wood-pellet barbecue made in France powered by tech and pellets.

PERFECT BARBECUE, BY MONTVEL. EXPERIENCE

Transform the way you grill

When gastronomy, design, and user-friendliness come together to reinvent the barbecue experience.


[OUR BARBECUE](#)

More than just a barbecue.

Montvel is fueled by innovative technology, igniting every step of your barbecue experience.

[OUR TECHNOLOGY](#)

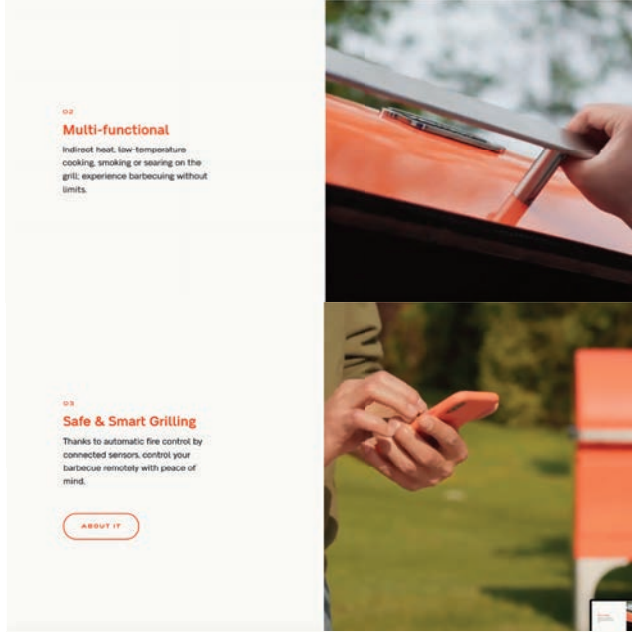
01 Intense taste, simplified
The Montvel barbecue is as easy to use as your kitchen oven, but with the addition of unique flavour from wood-fired cooking.



02 Multi-functional
Indirect heat, low-temperature cooking, smoking or searing on the grill: experience barbecuing without limits.

03 Safe & Smart Grilling
Thanks to automatic fire control by connected sensors, control your barbecue remotely with peace of mind.

[ABOUT IT](#)



02 Multi-functional
Indirect heat, low-temperature cooking, smoking or searing on the grill: experience barbecuing without limits.

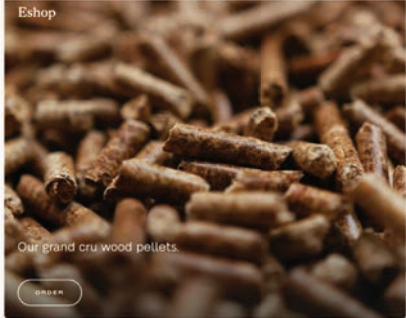
03 Safe & Smart Grilling
Thanks to automatic fire control by connected sensors, control your barbecue remotely with peace of mind.

[ABOUT IT](#)

Exceptional wood pellets, delivered to your home

COMPOSITION Natural wood pellets **ORIGIN** France


Eshop



Our grand cru wood pellets.

[ORDER](#)

The Montvel quality



MONTVEL
Barbecue Pellets
GRANULÉS
Four Seasons
grand cru
hêtre

The best wood essences for exceptional flavours.

[OUR WOOD PELLETS](#)



The taste of Montvel

Backyard grilling enthusiasts and cuisine connoisseurs alike are a match for the Montvel barbecue, and its taste of wood-fired cooking: natural and simple yet rich and flavourful.



Raise the flavour with wood-fire

Montvel uses precise technology to create a consistent and controlled fire, fueled from wood-pellets, bringing out the best and never burned flavour in your recipes. Meat, fish, vegetables, cheese and even desserts: add the unrivalled, wood-fired taste to every dish.



Combination of taste and convenience

Oven-like controls, with wood-fired taste. From start-up to up-keep, every detail of the Montvel barbecue has been precisely thought out to offer you perfect, consistent and effortless cooking. Choose your recipes, set the temperature, and let the magic happen.

Invented in France. Made in France.

Designed with the French touch, from start to finish. The Montvel barbecue was designed by some of the best-in-class engineers

- 100% French manufacturing
- Grill and Griddle Duo
- Quick ignition
- Remote control
- Hassle-free upkeep



MANUFACTURED
In France

DESCRIPTION
French-made, with only high quality materials: French excellence in even the smallest details.

Why choose a wood pellet barbecue?

Wood pellets

The only choice that combines authentic barbecue taste with extreme ease of use.

TASTE	★★★★★
SIMPLICITY	★★★★★
MULTIFUNCTION	★★★★★
ECOLOGICAL	★★★★★

Charcoal

The great barbecue classic that requires mastery for those who love flame cooking, and it is a highly polluting fuel.

TASTE	★★★★
SIMPLICITY	★★★
MULTIFUNCTION	★★★
ECOLOGICAL	★★★

Gas

A practical method for barbecuing, but without the unrivalled wood-fired flavour.

TASTE	★★★
SIMPLICITY	★★★★★
MULTIFUNCTION	★★★
ECOLOGICAL	★★★

Why choose a wood pellet barbecue?