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MAISON FRANCIS KURKDJIAN JOINS THE LVMH GROUP

Motivated by a shared vision of French perfume making and the creativity that inspires it, LVMH and Maison Francis Kurkdjian have announced their association in order to jointly pursue the long-term development of the fragrance House. Under the agreement LVMH will acquire a majority share in Maison Francis Kurkdjian. Marc Chaya and Francis Kurkdjian will continue in their current roles as Chief Executive Officer and Creative Director, respectively, and will remain shareholders of the company.

Maison Francis Kurkdjian has since its founding in 2009 created contemporary fragrances characterized by excellence, savoir-faire and audacity. Consistent with the vision of the two founders, Maison Francis Kurkdjian is emblematic of a new generation of exclusive and atypical fragrance Houses. The House's fragrance collection is conceived as a "fragrance wardrobe". Committed to uncompromising quality in the unique tradition of French fine perfumery, the House at the same time proposes a contemporary vision of the art of creating and wearing perfume. Maison Francis Kurkdjian is currently present in 40 countries and in 2016 became a member of the Comité Colbert, the association that promotes French luxury and *art de vivre* around the world.

Internationally-renowned perfumer Francis Kurkdjian has designed visionary fragrances that meld exacting quality and contemporary flair for leading names in beauty and fashion. He has in particular collaborated with several LVMH Houses, including Acqua di Parma, Christian Dior, Guerlain and, most recently, Kenzo. For more than 20 years he has explored new creative territories in fragrances through his own bespoke fragrance atelier, collaborations with artists and pop-up installations. Francis Kurkdjian received the honorary title of Chevalier des Arts et Lettres in 2008. A former partner at Ernst & Young in Paris, Marc Chaya has been part of the perfumer-manager duo that has led Maison Francis Kurkdjian since they founded it in 2009.

The acquisition by LVMH of a majority interest in Maison Francis Kurkdjian will allow the fragrance House to pursue its growth, in particular in international markets, fully respecting its distinctive character, uncompromising quality standards and creative freedom.

"We share the same spirit of creativity, excellence and entrepreneurial drive as the LVMH Group. This rapprochement is built on a shared vision and we will continue to guide the future of our House as part of an exceptional Group," says Marc Chaya, co-founder of Maison Francis Kurkdjian.

“I have always championed my personal conception of beauty and respect for the métier of perfumer-creator. Maison Francis Kurkdjian lets me freely express my inspirations. LVMH clearly understands the nature of our Maison, and the Group’s approach to custom-crafted creativity guarantees that our distinctive identity will thrive for the long-term,” adds Francis Kurkdjian, Creative Director and perfumer of Maison Francis Kurkdjian.

“I am delighted to welcome Maison Francis Kurkdjian to the LVMH Group. Their avant-garde spirit and the quality of their creations give this fragrance House great potential and a promising future,” says Bernard Arnault, Chairman and Chief Executive Officer of LVMH.

About LVMH

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d’Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Belvedere, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and Rimowa. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe as well as other promising cosmetic companies (Benefit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Royal Van Lent and Cheval Blanc hotels. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Ltd, a joint venture created with the world’s leading diamond group.

About Maison Francis Kurkdjian

Maison Francis Kurkdjian was born in 2009 from the encounter between Francis Kurkdjian, a renowned master-perfumer with scores of successful creations to his name, and Marc Chaya, ex Ernst & Young advisory partner. Together, they fulfilled their desire for a sensual, generous and multi-faceted landscape of free expression, creating a new emblem of French know-how and lifestyle.

Maison Francis Kurkdjian has since developed into a key player in the luxury fragrance market with presence in nearly 500 ultra selective retail locations in more than 40 countries.

The Maison Francis Kurkdjian collection is sketched like a fragrance wardrobe, with myriad of facets of emotions. Designed in the tradition of luxury French perfumery, it advocates nevertheless a contemporary vision of the art of creating and wearing perfume. Maison Francis Kurkdjian has been a member of Comité Colbert since January 2016.

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