



PRESS RELEASE

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24 SÈVRES – ANNOUNCING A GLOBAL ADDRESS FOR FASHION

For more than 160 years 24 rue de Sèvres has been the Paris street address of Le Bon Marché, the world's first and finest department store. Le Bon Marché invented distance selling and continues to define refined Parisian style. Mixing renowned brands and young designers, Le Bon Marché has gained global recognition with its curated product selection, in which authenticity and cultural values subtly blend with a true appreciation of shopping. Today 24sevres.com becomes *the* global address for luxury fashion online.

24 Sèvres redefines the standard for luxury fashion online and is the only address to offer:

- More than 150 luxury brands, including Louis Vuitton and Christian Dior, across women's fashion, accessories, and beauty
- An unparalleled Parisian take on fashion, until now conspicuously absent from the e-commerce landscape
- Innovative and immersive « Windows », adapting online shopping to the evolution of the Internet as a visual medium
- Standout customer service, including click-and-collect in Paris, express delivery in more than 75 countries, and a team of Parisian fashion experts available via video chat
- The successful loyalty program of Le Bon Marché as a reward for our most exclusive clients, both in-store and online

24 Sèvres will be available second week of June in both French and English to a global audience at 24sevres.com and via an iOS application.

“Our clients are highly sophisticated and always in search of creativity and innovation. With the launch of 24 Sèvres, we are offering them a truly differentiated online experience built on

our unique expertise at Le Bon Marché in Paris. Shopping at Le Bon Marché is a special and unmissable experience for both local and international clientele. With 24 Sèvres, our clients can now enjoy this unique feeling every day and night, worldwide.” said Bernard Arnault, Chairman and Chief Executive Officer, LVMH.

“The Internet has evolved from a text-driven editorial medium to an imagery and video-based one. We felt it was time to take our expertise in visual merchandising in the offline retail world and transform it online,” added Ian Rogers, Chief Digital Officer, LVMH. Through thoughtful collaborations with artists and innovators, 24 Sèvres applies a cultural twist to fashion, with daily content across all digital platforms, from social media to site, and in-app exclusives.

In parallel to its global announcement, 24 Sèvres is launching a unique capsule collection created in collaboration with Le Bon Marché and 68 Parisian and international brands including Chloé, Givenchy, Loewe, Marni, and Ferragamo. For this capsule of 77 exclusive pieces, produced in limited quantities, each brand has customized one of its most iconic products. Most have invited a creative friend, a figure of the arts, cinema or music scene, or an ambassador of the Parisian art de vivre, to collaborate on the personalization of a piece. Mixing the know-how and authenticity of these renowned brands with the creativity and modernity injected into fashion since 1852 by Le Bon Marché, the launch of the 24 Sèvres exclusive capsule will be a key rendez-vous for global customers on 24sevres.com and at the Parisian department store.

But 24 Sèvres is not just a web address. A first in fashion, Parisian stylists will be available for on-the-spot, video styling consultations. In an innovative new feature within the 24 Sèvres iOS app, customers can video chat with a stylist and browse the store at the same time. Expanding to conversational commerce, 24 Sèvres is launching the Style Bot on Facebook Messenger and beyond, and will remain committed to exploring new ways to shop online.

24 Sèvres is a business truly ‘made in Paris’, the first time the experience of the Parisian luxury business has teamed up with the talent of the Paris startup community to code software with luxury standards. 24 Sèvres has been built quietly in the heart of Paris by a multi-disciplinary team with experience in retail, luxury, technology and solutions, and the attention to detail worthy of the French art de vivre.

The 24 Sèvres online and in-app experience delivers a moment of reprieve and that je ne sais quoi the world is desperate to define.

24sevres.com @24sevres

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, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. 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.

24 Sèvres

24 Sèvres is the ultimate Parisian selection of international fashion.

Bringing together the most respected fashion and beauty names at one address, 24 Sèvres offers the most desirable pieces from renowned maisons and highly coveted emerging designers.

Beyond a highly curated selection, 24 Sèvres provides an unparalleled visual experience and accompanies the customer in her discovery of products and trends, bringing an intellectual twist to fashion.

Le Bon Marché Groupe

Founded in 1852, Le Bon Marché still represents the creative vitality of the legendary Rive Gauche today. Bringing together the arts and fashion, design, beauty and gastronomy, the iconic department store continues to cultivate its singular identity, expressing its vision of trends and defining an exclusive art de vivre.

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