

LVMH

MOËT HENNESSY ♦ LOUIS VUITTON

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HEDI SLIMANE NAMED ARTISTIC, CREATIVE AND IMAGE DIRECTOR OF CÉLINE

LVMH announces the appointment of Hedi Slimane as Artistic, Creative and Image Director of Céline with effect from February this year. He will direct all Céline collections, extending to men's fashion, couture and fragrances.

Hedi Slimane's talent and his remarkable ability to anticipate and express in a unique way the evolutions and desires of his age, will ensure a further era of exceptional growth and development for this famous Maison.

Bernard Arnault commented: *"I am particularly happy that Hedi is back within the LVMH Group and taking the reins of our Céline Maison. He is one of the most talented designers of our time. I have been a great admirer of his work since we collaborated on Dior Homme, which he launched to global critical acclaim in the 2000s. His arrival at Céline reinforces the great ambitions that LVMH has for this Maison. Hedi will oversee and develop all creativity for both women's and men's fashion, but also for leather goods, accessories and fragrances. He will leverage his global vision and unique aesthetic virtuosity in further building an iconic French Maison"*.

Hedi Slimane said: *"I am delighted to join Bernard Arnault in this all-embracing and fascinating mission for Céline. I greatly look forward to returning to the exciting world of fashion and the dynamism of the ateliers"*.

Sidney Toledano added: *"Hedi Slimane is an exceptional designer, complete artist and passionate about his work. I am certain that he will bring his renowned creative energy and discipline to lead Céline to ever greater success"*.

About Céline

Founded in 1945 by Céline Vipiana, Céline is a French fashion house. Led by Séverine Merle, she is part of LVMH Fashion Group chaired by Sidney Toledano, Executive Committee Member of LVMH

About LVMH

LVMH Moët Hennessy Louis Vuitton, the world leader in luxury goods, 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, Woodinville, 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, Christian Dior Couture, 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, Parfums Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bulgari, 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 the Cheval Blanc hotels.

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