

## LES JOURNÉES PARTICULIERES

LVMH launched the Journées Particulières in 2011 in order to give the public a chance to discover the vast diversity of métiers and savoir-faire at LVMH Maisons. This unprecedented initiative by a private company reflects the LVMH Group's tribute to the remarkable artisanal excellence found at its Maisons, and to Europe's unique heritage of craftsmanship. The event also highlights the strong attachment of the public to this heritage, spanning workshops, wine cellars, private mansions, family homes, historic stores and more. For France and other European countries with a long history of traditional craftsmanship, this savoir-faire is an unparalleled asset that underpins economic success and cultural influence.

During the 2011, 2013 and 2016 editions of Les Journées Particulières, LVMH opened its doors to several hundred thousand people to present the immense wealth of heritage and know-how at LVMH Maisons that is passed on from one generation to the next. Guided tours featured demonstrations of artisanal skills, talks and interactive presentations as several thousand artisans – watchmakers, couturières, perfume flacon sealers, shoemakers, cellar masters, jewelers, trunkmakers, riddlers, head seamstresses, chefs and many others – welcomed large numbers of visitors over a memorable weekend to share their passion and unyielding commitment to excellence.

The sites opened to the public in France, Italy, Spain, Switzerland, the United Kingdom and Poland included the Christian Dior haute couture salons on Avenue Montaigne, Louis Vuitton's special orders workshop in Asnières, Chaumet's salons on Place Vendôme, the Berluti bespoke shoes workshop, the Hennessy tasting room in Cognac, Guerlain's Orphin production site, the Louis Vuitton workshop in the Drôme region, the Numanthia wine estate in Spain, the Acqua di Parma perfume house in Italy, and the watch manufactures of Zenith, TAG Heuer and Hublot in Switzerland.

LVMH is organizing a new edition of Les Journées Particulières in 2018 on October 12th, 13<sup>th</sup> and 14<sup>th</sup> inviting people to discover 55 Houses, 76 locations across 13 countries.