With 180,000 visitors, the fourth edition of Les Journées Particulières LVMH is an unprecedented success

*Paris, October 15, 2018*

*The fourth edition of Les Journées Particulières LVMH took place on October 12, 13 and 14. Since its creation in 2011 under the leadership of Antoine Arnault, it has become an unmissable event. It gathered over 180,000 people this weekend, who came to discover the diversity of the Group’s Maisons’ know-how.*

This year, Les Journées Particulières took a new dimension: with 56 of its Maisons open to the public, the LVMH group offered to discover 77 exceptional locations – including 40 that had never opened to the public before – located in 14 countries on five continents. This edition’s program was made of sensory and immersive visits highlighting the participating Maisons’ architectural and cultural heritage, as well as their artisans’ expertise and creativity.

For three days, the 3,000 artisans, designers and employees of the Maisons engaged in the event, shared with the public their passion and their taste for excellence during masterclasses, workshop visits, demonstrations of know-how and surprise “happenings”. A unique moment during which the 180,000 visitors were able to exchange with the employees (perfumers, watchmakers, jewelers, boot makers, seamstresses, dressmakers, oenologists, coopers, makeup artists...) and discover the art of their trades.

Beautiful stories were written during this event. A lady came specially to Paris from Argentina to visit Moynat's studio; a girl spotted in a beauty class at BeneFit Cosmetics will be their muse next week on their social networks; a New Yorker passionate about fine materials went to Italy – on purpose – for a chance to visit the Loro Piana spinning mill in Roccapietra; high school students from Clichy-sous-Bois – a Paris suburb with which the Group has a partnership to allow young people to discover crafts and creations – marveled at the work of Chaumet’s jewelers in the salons of the Hôtel Baudard de Sainte-James on Place Vendôme. From 7am yesterday, the most passionate visitors were already waiting in front of Christian Dior’s *Hôtel Particulier* on avenue Montaigne or the Louis Vuitton workshop in Asnières. Finally, the record attendance led some Maisons to add more slots for additional visits throughout the weekend.

**Key figures:**

• 180,000 visitors

• 56 participating Maisons on 5 continents (14 countries)

• 77 open locations

• 3,000 employees and artisans engaged with the public during 3 days throughout the world

• 6 luxury business sectors represented: Wines & Spirits, Fashion & Leather Goods, Perfumes & Cosmetics, Watches & Jewelry, Selective Distribution, and other activities

**Learn more:**

All the program of the event is available on [www.lesjourneesparticulieres.fr](http://www.lesjourneesparticulieres.fr)

**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, Colgin Cellars, 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, 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.*

|  |  |  |
| --- | --- | --- |
| **Contacts** |  |  |
|  |  |  |
| **Media:** |  |  |
|  | Jean-Charles Tréhan | +33 1 4413.2620 |
|  | **LVMH** |  |
|  |  |  |
| France: | Michel Calzaroni/Olivier Labesse /Hugues Schmitt /Thomas Roborel de Climens | + 33 1.4070.1189 |
|  | **DGM Conseil**Brune Diricq / Charlotte Mariné**Publicis Consultants** | +33 1 44 82 47 20 |
| United Kingdom: | Hugh Morrison / Charlotte McMullen | +44 203.514.0897 |
|  | **Montfort Communications** |  |
| Italy: | Michele Calcaterra/ Matteo Steinbach | +39 02 6249991 |
|  | **SEC and Partners** |  |
| USA: | James Fingeroth/Molly Morse/Anntal Silver | +1.212.521.4800 |
| China:  | **Kekst and Company**Daniel Jeffreys**Deluxewords** | +44 772.212.6562 |