

Press release

Samaritaine reopens after an exceptional renovation, bringing unique enchantment back to Paris

Paris,
June 21, 2021

Following a renovation project that was both extraordinary in scope and scrupulously faithful to the history of the iconic property, the new Samaritaine Paris Pont-Neuf department store once again welcomes the public as of June 23, 2021. The inaugural ceremony today was held in the presence of French President Emmanuel Macron, Paris Mayor Anne Hidalgo and Bernard Arnault, Chairman and Chief Executive Officer of LVMH.

The titanic restoration and renovation worksite spanning 70,000 square meters in the heart of the French capital mobilized numerous skilled artisans – painters, sculptors, gilders, ironworkers and more. At its peak, 800 craftspeople were working together at the site. Today this mythic department store promises to be the new destination of Parisian elegance. It will draw Parisians and visitors from all over France excited to return to a much-loved place, as well as international travelers eager to enjoy a taste of a distinctive French lifestyle.

The Samaritaine is also an exceptional mixed-use urban project, bringing fresh energy to Paris' Right Bank. LVMH's positive impact on the local economy is further demonstrated by close to 3,000 jobs. Each day 1,700 workers will bring to life the DFS department store, ensuring a memorable experience for each guest. The buildings – which meet the most demanding environmental standards – also house a nursery with space for 80 children and 96 public housing units (operated by Paris Habitat). Located between the Louvre and Les Halles, the Samaritaine complex plays a pivotal role in the renaissance of the neighborhood, including a pedestrian square with direct access to the famous Pont Neuf bridge.

Instantly identifiable by the new undulating glass façade on the rue de Rivoli – designed by the Japanese firm Sanaa, winner of the prestigious Pritzker Prize for architecture in 2010 – the Samaritaine has regained its stunning fully glass roof with an

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Eiffel style iron frame. The breathtaking 37-meter by 20-meter structure was designed in 1907 by architect Frantz Jourdain. Equally sumptuous are the Art Nouveau enameled lava stone ceramics, the monumental staircase and a sublime 115-meter-long peacock mural designed by Francis Jourdain.

“No other department store has such compelling links to the two faces of Paris, one engaged with the historic economic vitality of the recently renovated Les Halles and the other overlooking the Seine, offering the most beautiful view of the world’s most beautiful city. The completion of this project, which both creates jobs and promotes a unique Parisian art de vivre around the world, is also a great source of pride for our Group in France and in Paris. Many of our Maisons were founded in Paris, where we intend to make an active contribution to economic recovery, as well as the worldwide appeal of France,” commented Bernard Arnault, Chairman and Chief Executive Officer of LVMH.

“The renaissance of the Samaritaine is a collective success that has mobilized some 3,000 people. We also feel great pride in restoring access to a historical monument that has always been at the forefront of its times and holds a special place in the hearts of Parisians,” stated Jean-Jacques Guiony, Chairman and Chief Executive Officer of the Samaritaine.

Designed and operated by the world's leading luxury travel retailer DFS Group (in which LVMH holds a majority stake), the “Samaritaine Paris Pont-Neuf” department store has a bold vision: blend memorable experiences and amazement, authenticity and modernity. Some 600 brands, from iconic names in luxury to exclusive designers, punctuate this singular universe fusing elegance and French art de vivre.

From June 23 visitors will discover, among other things:

- The largest beauty space in continental Europe
- Concept stores “Loulou” and “Rivoli”
- 12 restaurants featuring exclusive concepts
- The “Voyage” space, with 1,000 square meters under the building’s iconic Art Nouveau glass roof, proposing a blend of gastronomy, art and memorable experiences
- L’Appartement, a private shopping experience amidst artwork
- The beauty studio and spa

Another essential part of the Samaritaine project is Cheval Blanc Paris, the Maison’s first urban hotel (facing the Quai du Louvre), which will welcome its first guests on September 7, 2021. The interiors of its 72 rooms and suites were created by renowned American architect and designer Peter Marino. He transformed the Art Déco building overlooking the Seine into a celebration of Parisian art de vivre.

Samaritaine Paris Pont-Neuf – Key Figures:

- 70,000 square meters entirely renovated or built, including 20,000 square meters of retail floorspace and 15,000 square meters of offices
- 10,000 square meters of roads and sidewalks reclassified, including the creation of a 5,000 square meter public plaza
- 1,700 employees at the department store
- 3,000 people and 280 French companies involved in the building renovation
- 600 brands on 7 levels at Samaritaine Paris Pont-Neuf department store
- 12 exclusive restaurants at Samaritaine Paris Pont-Neuf
- 343 screen-printed glass panels for the façade designed by Sanaa (facing rue de Rivoli)
- 16,000 gold leaves to restore the oak railing of the central stairway in the department store

From Art Nouveau to a new vision of luxury

Beyond its innovative contemporary architecture, the new Samaritaine showcases an eclectic and richly historical heritage, from Art Nouveau to Art Déco. At the same time, the project is emblematic of the new vision of sustainable luxury championed by LVMH through its LIFE 360 environmental program. All the buildings have been certified to the most demanding environmental standards* and limit energy consumption through the use of cutting-edge materials and low-consumption lighting.

* Patrimoine Habitat & Environnement Effinergie for the housing, HQE (High Environmental Quality) and LEED (Leadership in Energy and Environmental Design) “Gold” for retail spaces, hotel, nursery and offices and BREEAM (Building Research Establishment Environmental Assessment Method) “Excellent” rating for retail spaces, hotel and offices.

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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, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, Tiffany & Co., 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, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

LVMH CONTACTS

Media <i>Jean-Charles Tréhan</i> LVMH + 33 1 44 13 26 20	Analysts and investors <i>Chris Hollis</i> LVMH + 33 1 44 13 21 22
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MEDIA CONTACTS

France <i>Aymeric Granet</i> <i>Brune Diricq / Charlotte Mariné</i> Publicis Consultants +33 1 44 82 47 20	France <i>Michel Calzaroni / Olivier Labesse /</i> <i>Hugues Schmitt / Thomas Roborel de Climens</i> DGM Conseil + 33 1 40 70 11 89
Italy <i>Michele Calcaterra, Matteo Steinbach</i> SEC and Partners + 39 02 624 9991	UK <i>Hugh Morrison, Charlotte McMullen</i> Montfort Communications + 44 7921 881 800
US <i>Nik Deogun / Blake Sonnenshein</i> Brunswick Group + 1 212 333 3810	China <i>Daniel Jeffreys</i> Deluxewords +44 772 212 6562 +86 21 80 36 04 48