

LVMH

FOR IMMEDIATE RELEASE

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Louis Vuitton Announces Designer Virgil Abloh as Its New Artistic Director of Menswear

NEW YORK, March 26, 2018 -- Louis Vuitton recently announced that Virgil Abloh, founder of the streetwear label **Off-White c/o Virgil Abloh™** and creative director for Kanye West, will be the next Artistic Director of Menswear for LV.

The increasing demand for streetwear within the luxury department has boosted global sales of luxury personal goods and accessories by 5 percent last year to an estimated 325 billion dollars. The announcement of Mr. Abloh's new position is a clear indication of the success from the intermingling of both streetwear and luxury wear. Founded in 2013, Abloh's Off-White c/o Virgil Abloh™ brand was indicated to be "a reference to his belief that old barriers are breaking down." Critics believe that Abloh's clear vision and abstract ideas will make LV menswear more relevant to the millennial generation. Continuing with his vision of '*Creating What People Will Actually Wear*', Abloh will push for change regarding product releases, runway shows, consumer communication and brand interaction with the global political mood. Currently, LV Menswear is sold in only 150 of the 450 LV stores worldwide. Following Abloh's arrival as artistic director, the company plans to increase in-store sales within 25-28 additional stores.

Eager to relocate his family to Paris and begin working in the office of LVMH, Abloh discussed his excitement during a recent interview. "This opportunity to think through what the next chapter of design and luxury will mean at a brand that represents the pinnacle of luxury was always a goal in my wildest dreams. And to show a younger generation that there is no one way anyone in this kind of position has to look is a fantastically modern spirit in which to start."

As the first LVMH finalist to take on a major design role in an LVMH brand, Abloh plans to debut his first collection during **Paris Men's Fashion Week** in June.

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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 and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana, RIMOWA and Jean Patou. 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, Fresh, Fenty Beauty by Rihanna 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, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent and Cheval Blanc hotels.

NOTE: This press release above was never distributed. It was created as a work sample to showcase a mock press release relative to the fashion industry solely for use in my portfolio.