

COMMERCE

LVMH to acquire LeParisien, Aujourd'hui en France

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Loro Piana baby cashmere drawing

By STAFF REPORTS

Luxury conglomerate Moët Hennessy Louis Vuitton announced it is purchasing French newspaper Le Parisien.

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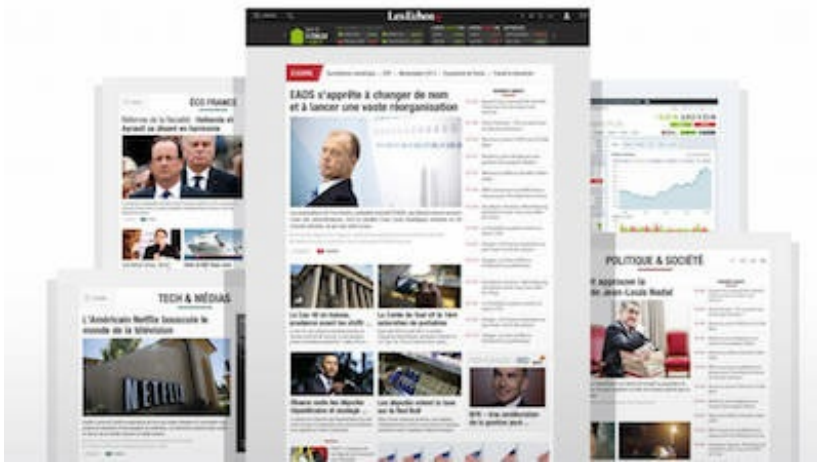
Luxury Daily

LVMH owns the daily financial publication Les Echos and is in negotiations with Amaury Group to purchase Le Parisien and its sister paper Aujourd'hui en France. Expanding its footprint in the media world will likely assist LVMH in extending its reach among both French individuals and its consumers.

Read all about it

LVMH bought Les Echos eight years ago. The media outlet covers financial news in a daily newspaper. The editorial team on the paper extends to more than 200 journalists and 40 foreign and region correspondents.

The acquisition of Le Parisien and Aujourd'hui en France from Amaury Group will enhance LVMH's editorial reach.



Les Echos

Le Parisien and Aujourd'hui en France were founded in 1944 and has a circulation of about 378,300.

Expanding in media will add to the list of LVMH's acquisitions.

Another recent purchase included LVMH's \$2.6 billion deal for 80 percent control of Italian cashmere giant Loro Piana, which gives the French luxury conglomerate an iron lock on the entire supply chain.

The Paris-based company's sustained march toward luxury supremacy may not darken the overall manufacturing landscape, although its appetite for family-owned brands and sources of raw material is undiminished. With this deal, which came two years after its purchase of Italian jeweler Bulgari, LVMH gained a growing brand to fortify its global aspirations, while Loro Piana benefits from LVMH's business expertise as an ongoing family-steered operation ([see story](#)).

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