

COMMERCE

Repossi to further distribution with help from LVMH

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Repossi Berber earring

By STAFF REPORTS

Italian jeweler Repossi has announced that luxury conglomerate Louis Vuitton Mot Hennessy will take a minority stake in its brand.

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The partnership, meant to support the development of Repossi, was announced Nov. 30. With LVMH's backing, Repossi can further develop its distribution network while benefiting from the managerial know-how of the conglomerate.

New partners

Established in Turin, Italy in 1920, Repossi remains a family-owned business and has emerged as an exclusive and creative luxury jeweler. The brand is best known for its Berber collection and its multi-piercing earrings.

Gaia Repossi is the brand's current artistic and creative director and is the fourth generation of the Repossi family to run the business. Ms. Repossi took the reins from her father Alberto Repossi, the grandson of the brand's founder.

Since taking over production in 2007, Ms. Repossi has modernized the DNA of the brand through her creations. Pieces designed by Ms. Repossi reference modern art and architecture while using the latest in production techniques.

"I am very pleased to have the LVMH Group's support and unparalleled experience in the world of high quality crafted products. Its support will be important for us to pursue our strategy and develop our distribution network," Ms. Repossi said in a statement.



Editorial from [Garage Magazine](#), spring/summer 2015

As for LVMH's interest in Repossi, the conglomerate and the jeweler share common values including creativity, product excellence, an entrepreneurial and familial spirit giving priority to the long-term view.

"LVMH is delighted to support the development of Repossi," Delphine Arnault, executive vice president of Louis Vuitton and LVMH director, in a statement. "We share common values which based on product excellence and outstanding creativity. Repossi's success shows a promising future with which we are pleased to be associated."

The conglomerate has also expanded its operations to include a host of publications.

As a French conglomerate, LVMH pays close attention to sharing its heritage in a variety of ways, from museum and temporary exhibitions to educational programs and local philanthropic efforts. LVMH's purchases of publications, beginning with the financial title *Les chos* in 2007, is another way for the conglomerate to be within the conversation of French culture and current events ([see story](#)).

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