

MARKETING

## Comit Colbert chooses Herms exec as chairman

June 10, 2016



*Guillaume de Seynes*

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By STAFF REPORTS

Guillaume de Seynes, executive vice president of Herms, has been elected chairman of Comit Colbert.

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Mr. de Seynes represents the sixth generation in the family that owns Herms, and also serves as the president of John Lobb. The executive has been an active member of the committee, participating in deliberations and planning.

### New leadership

Since 2012, Mr. de Seynes has served as vice chairman of Comit Colbert. He also chairs the European Cultural and Creative Industries Alliance, appointed on behalf of Comit Colbert to a presidential term of two years.

Following the vote on June 10, Mr. de Seynes will take over the post from Michel Bernardaud, the CEO and chairman of porcelain company Bernardaud, who held the position for four years. His duties will include presiding over meetings of the board and the general assembly.

"Honored at the trust of 81 French luxury houses, I will make every effort to encourage passion for creation and artisan skills," said Mr. de Seynes in a statement. "They are the cement that binds the Comit Colbert a truly unique collective together."

Herms was one of the 15 founding members of Comit Colbert in 1954. Today, the syndicate counts 81 French brands as members, including Louis Vuitton, Chlo and Bugatti.

The organization's mission is to promote French art de vivre around the world.

## Comite-Colbert Heritage Creativity 400

### *Comit Colbert's campaign*

Members of France's Comit Colbert are encouraging more than 200 million social media users to support heritage and creativity.

The Comit Colbert was established in 1954 by Jean-Jacques Guerlain, founder of the perfume house of the same name, "to promote the concept of luxury," and today it counts 78 maisons and 14 cultural institutions as members. Launched on March 31, Comit Colbert's #HeritageAndCreativity hashtag has been making the rounds on social media to tout its members' commitment to fighting the pillage of cultural objects, including intellectual property ([see story](#)).

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