

APPAREL AND ACCESSORIES

LVMH backs France's bid for 2024 Olympic and Paralympic Games

August 8, 2016



French delegation wearing Kenzo at a press conference in Rio

By STAFF REPORTS

French fashion label Kenzo is supporting its home nation as it makes a bid to host the 2024 Olympic and Paralympic Games in Paris.

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The brand's designs for the French delegation were worn for the first time during a press conference held in Rio de Janeiro, Brazil on Aug. 5, during which representatives including French President Francois Hollande made a presentation in front of 20,000 journalists. Part of parent company LVMH Group's official partnership with Paris 2024, Kenzo will lend its support as the French Bid Committee hosts further showcase events to make its case.

Placing their bid

Kenzo created designs for the delegation that is representing France alongside Mr. Hollande. These include bid co-chairman Tony Estanguet, the mayor of Paris Anne Hidalgo, team France flag bearer Teddy Riner, athletic ambassador of the bid Muriel Hurtis and tienne Thobois, Paris 2024 bid chief executive.

Following the press conference, the French Bid Committee will host evening events and receptions to present its vision for the Games itself and beyond, with its plan to promote Olympism in France and around the world in the long-term. Kenzo will support these showcases.



The French delegation wearing Kenzo to an evening event in Rio

"Kenzo and the LVMH Group are magnificent ambassadors of France and French elegance and art de vivre," said Mr. Estanguet. "They fully embody the values of French excellence and creativity that we are championing and promoting with the international community through our bid to host the 2024 Games."

AccorHotels, now the owner of Fairmont Hotels & Resorts ([see story](#)), is also an official partner of France's Olympic bid.

Other cities vying for the 2024 Summer Games include Rome, Budapest and Los Angeles. The International Olympic Committee will not announce its choice until 2017.

The Olympics provides brands with a global stage to tout their heritage and love for their country.

For instance, U.S. apparel brand Ralph Lauren is raising awareness for its role in the Olympic Games through an inspirational television commercial.

Titled "My Time to Be Remembered," the 30-second spot features athletes who will be representing the United States in Rio de Janeiro, Brazil allowing them to share in their own words what the global competition means to them. As the official outfitter of American Olympians, Ralph Lauren is taking the opportunity to showcase its national pride ([see story](#)).

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