

FRAGRANCE AND PERSONAL CARE

## LVMH adds to beauty portfolio with Maison Francis Kurkdjian acquisition

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*Maison Francis Kurkdjian is now part of LVMH*

By STAFF REPORTS

Conglomerate Mot Hennessy Louis Vuitton has acquired a majority stake in fragrance brand Maison Francis Kurkdjian.

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Founded in 2009, the label was co-founded by perfumer Francis Kurkdjian and Marc Chaya, both of whom will stay on in their respective creative director and CEO roles after the transaction. This partnership builds on an existing relationship between LVMH and Mr. Kurkdjian, who has developed scents for the group's brands including Christian Dior, Guerlain and Kenzo.

### Joining forces

With this deal, Mr. Chaya and Mr. Kurkdjian will retain shares in their house. By becoming part of LVMH's stable, the brand will have access to resources to further grow its presence internationally.

Maison Francis Kurkdjian is currently available in 40 countries, retailing at stores such as Neiman Marcus, Printemps, Fortnum & Mason and Isetan Shinjuku. Additionally, the brand operates its own boutiques in Paris, Taiwan, Malaysia and Dubai.

"We share the same spirit of creativity, excellence and entrepreneurial drive as the LVMH Group," said Mr. Chaya. "This rapprochement is built on a shared vision and we will continue to guide the future of our House as part of an exceptional Group."



*CEO Marc Chaya and creative director Francis Kurkdjian*

The maison's perfumes combine French traditions with a contemporary flair, with its scents conceived as a "wardrobe." Reflecting its French heritage, the brand became part of luxury organization Comit Colbert in 2016.

Even before he co-founded his eponymous house, Mr. Kurkdjian created fragrances through a bespoke atelier, working with artists on collaborations. Mr. Chaya was previously a partner in Ernst & Young.

"I have always championed my personal conception of beauty and respect for the mtier of perfumer-creator," Mr. Kurkdjian said. "Maison Francis Kurkdjian lets me freely express my inspirations.

"LVMH clearly understands the nature of our maison, and the group's approach to custom-crafted creativity guarantees that our distinctive identity will thrive for the long-term."

French luxury conglomerate Mot Hennessy Louis Vuitton ended fiscal 2016 with recorded revenue of 37.6 billion, or \$40.2 billion at current exchange rates, for an increase of 5 percent over the prior financial year.

LVMH perfumes and cosmetics continued success, notably its makeup brands, for a recorded organic revenue growth of 8 percent. During 2016, LVMH opened the Les Fontaines Parfumes in Grasse, France and new launches and consumer favorites performed well across all regions ([see story](#)).