

RETAIL

## LVMH sales climb 14pc in Q3

October 9, 2017



Louis Vuitton's Series 7 campaign for its fall/winter 2017 collection. Image credit: Louis Vuitton

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton saw increased revenues across its business groups for the first nine months of 2017, but the company is still strategizing against economic and geopolitical uncertainty.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Following two quarters of growth, the third quarter continued the trend, delivering sales that were up 14 percent from the previous year. So far for the year, the group's 30.1 billion euros, or \$35.4 billion, in sales represent an increase of 14 percent from 2016's figures.

Trending up

LVMH's wines and spirits business was the only group not to record double-digit growth for the first three quarters of the year, with an organic revenue increase of 8 percent. Despite a volume decrease in the third quarter due to supply constraints, its volumes for the first nine months were up 9 percent.

Fashion and leather goods saw an organic revenue increase of 14 percent. LVMH attributes this to initiatives such as Louis Vuitton's connected watch and positive performance of Dior, now consolidated into the group ([see story](#)).

Looking ahead, Fendi is growing its presence in the U.S. with store openings.

In perfumes and cosmetics, LVMH has had a number of successful launches recently, which helped lead to organic revenue growth of 14 percent. Rihanna's Fenty Beauty, produced by LVMH-owned Kendo, saw blockbuster interest, with many of its products selling out at launch.



*Fenty Beauty products. Image credit: Fenty Beauty*

Guerlain is bringing its Mon Guerlain fragrance to the international market, while Parfums Givenchy's cosmetics are driving its expansion.

LVMH watchmakers' Basel debuts are seeing positive interest, helping to drive the jewelry category's 13 percent organic revenue growth. Bulgari, Chaumet and Fred are all performing well, also helping to drive revenue increases.

The selective retailing division of LVMH similarly saw growth, with organic revenue up 12 percent. Sephora is rolling out a new store concept, while DFS is also seeing increases.

In the announcement of its results, LVMH said, "In an uncertain geopolitical and monetary context, LVMH will continue to be vigilant. The group will pursue its strategy focused on innovation and targeted geographic expansion in the most promising markets. LVMH is counting on the dynamism of its brands and the talent of its teams to further strengthen its lead in the global luxury market in 2017."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.