

APPAREL AND ACCESSORIES

LVMH names Antoine Arnault head of communications, image

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LVMH has put Antoine Arnault in charge of communications. Image credit: Louis Vuitton

By STAFF REPORTS

Conglomerate Mot Hennessy Louis Vuitton is looking to strengthen its communications by putting one of the group's heirs in charge.

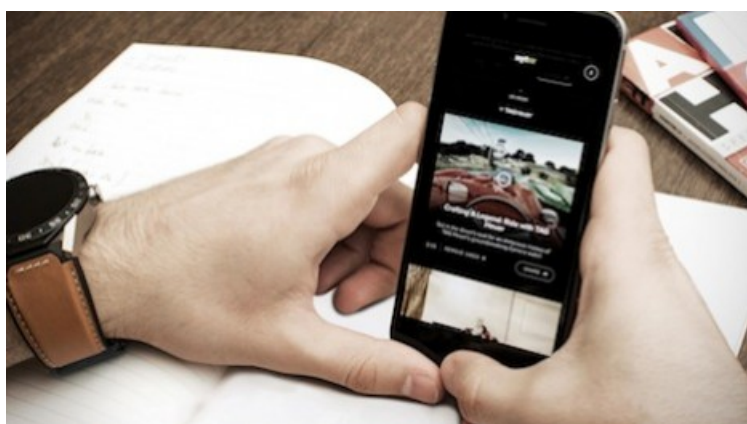
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Antoine Arnault, already chairman of Loro Piana and CEO of Berluti, is adding to his oversight as he heads the company's communications and image. According to a report by Bloomberg, the newly created role was announced in a company memo from chairman and CEO Bernard Arnault, which mentioned the need to manage the group's growing media attention.

Communications chief

Per Bloomberg, LVMH's communications had previously been overseen by Nicolas Bazire. A member of the group's executive committee, Mr. Bazire is in charge of development and acquisitions.

One of Antoine Arnault's focuses in his new role will be social media.



Social media will be a focus. Image credit: Tag Heuer

Consumers today demand more from the brands they engage with, especially when it comes to transparency.

As consumers increasingly desire to engage with brands that align with their personal values and in whom they can place significant trust, transparency is the best way for those consumers to understand exactly what a company is doing. Speaking at The New York Times' International Luxury Conference Nov. 14, Antoine Arnault, CEO of [Berluti](#), spoke about the specific challenges facing the luxury world in this area.

"Transparency, authenticity, sincerity are the three points of a luxury house's communication triangle," Mr. Arnault said during his speech. "Though they overlap, they are not the same thing" ([see story](#)).

LVMH founder Bernard Arnault has placed his children in significant roles within his company. Delphine Arnault is executive vice president of Louis Vuitton, Alexandre Arnault is co-CEO of Rimowa and Frederic Arnault heads connected technologies at Tag Heuer.

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