

LEGAL/PRIVACY

Louis Vuitton solidifies watchmaking authority with new acquisition

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French fashion house Louis Vuitton is cementing its status as a luxury watchmaker with the acquisition of long-time partner La Fabrique du Temps.

Louis Vuitton has been working with La Fabrique du Temps since 2007 when the watchmaker was first conceived. The partnership was cemented last week when the luxury house bought the watchmaker.

“Watches and jewelry are the smallest of the five groups in the LVMH portfolio and its weak link,” according to Chris Ramey, president of [Affluent Insights](#), Miami.

“The luxury watch industry is highly fragmented and there will be many opportunities for acquisitions,” he said. “No doubt LVMH will look at all of them as they attempt to become a major player in the watch category.”

[Louis Vuitton](#) was not able to respond by press deadline.

Luxury conglomerate [LVMH Moët Hennessey Louis Vuitton](#) owns Louis Vuitton.

Mr. Ramey is not affiliated with Louis Vuitton or LVMH, but has agreed to comment as an industry expert.

Right movement

The integration of La Fabrique du Temps reflects Louis Vuitton's desire to uphold the highest quality standards for its watches, per Louis Vuitton.

The brand is also striving to develop its know-how in the conception and perfection of movements.

La Fabrique du Temps is known for its specialization in high-standard movements, such as Tourbillons and the Minute Repeater.

"It's a smart 360-degree move for LVMH," said Paul Farkas, founder/CEO of Social.TV and SocialFashion.com, New York.

"It reduces outside risks, is cost-efficient, matches recent competitor consolidation and reflects bullishly on watch sales bouncing back over the past couple years," he said.

Louis Vuitton has been making watches since 2002 when it settled in La Chaux-de-Fonds, where other famed luxury watchmakers such as Richemont's Jaeger-LeCoultre are based.



Louis Vuitton watch for women

Ticking time

It is not surprising that Louis Vuitton and parent company LVMH are thirsting to increase watchmaking knowledge with the acquisition of La Fabrique du Temps.

For instance, Louis Vuitton decided to reinforce its knowledge on production of high-quality natural cowhides by establishing "Tanneries de la Comete" in Estaimbourg, Belgium.

Furthermore, the brand allegedly tripled the size of its shoe manufacturer, Fiesso d'Artico, with a world-renowned workshops for craftsmanship and high-quality shoemaking, per Louis Vuitton.



Louis Vuitton watch for men

“This is part of LVMH’s global strategy to own the luxury segment,” Affluent Insight’s Mr. Ramey said.

LVMH owns luxury watchmakers such as Hublot, Tag Heuer and Zenith, while its other companies such as Christian Dior, Marc Jacobs, De Beers and Chaumet produce timepieces, as well.

“The bounce back for the global luxury watch market reflects the affluent consumer's desire to enjoy and be socially recognized with high-fashion accessories, not to minimize out with utilitarian mobile phones,” SocialFashion’s Mr. Farkas said.

“In the post-digital environment, luxury marketers need to help expanding brands stay true to their core with online presence while socially opening up for discovery, conversation and collaboration,” he said.

Final Take

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