

APPAREL AND ACCESSORIES

Fashion, leather goods drive LVMH's Q3 growth

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LVMH sees strong first half of 2018. Image credit: LVMH

By STAFF REPORTS

Luxury conglomerate LVMH saw a 10 percent growth in revenue for the first nine months of the year.

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The company has reported that its organic revenue grew by 11 percent year-over-year compared to the same time period of 2017, and its revenues for the year have already reached a total of 33.1 billion euros, or \$38 billion at current exchange. The fashion and leather goods sector continues to be LVMH's biggest driver, with the category seeing a 20 percent increase in revenue for the third quarter.

Growth and revenue

LVMH's fashion and leather goods revenues totaled 13 billion euros, or \$15 billion at current exchange, in the first nine months of 2018, compared to 10.8 billion euros, or \$12.4 billion last year.

Selective retailing, perfumes and cosmetics, wines and spirits and watches and jewelry follow, in order, in terms of revenue.

However, perfumes and cosmetics and watches and jewelry are tied for second in terms of growth, with both seeing an 8 percent year-over-year increase.

For organic growth, fashion and leather goods, perfumes and cosmetics and watches and jewelry were all tied with a 14 percent rise.



Cartier is one of the fine jewelry brands featured on LVMH's site. Image credit: Cartier

The company attributes a portion of its fashion and leather goods growth to Louis Vuitton's creativity as well as strong numbers in ready-to-wear and shoes.

A variety of new fragrances and cosmetics launches contributed to the growth of a number of brands, including Dior and Guerlain.

Meanwhile, some of LVMH's watchmakers saw strength from their existing lines.

"Bulgari had an excellent performance and gained market share," said LVMH in a statement. "Its iconic jewelry and watch collections Serpenti, Diva, B.Zero1, Lvcea and Octoshowed strong momentum; the new Wild Pop high-end jewelry line, launched at the beginning of the summer, continued to grow.

"Chaumet and Fred progressed steadily. In the watchmaking sector, Tag Heuer continued to develop its iconic lines. Hublot, which grew strongly, opened its first stand-alone boutique in London."

LVMH has announced its growth following news that it is working to bring back a previously inactive brand, likely starting with a single boutique.

Jean Patou is a French brand created in the 1910s by its namesake founder. It has since undergone many directorial changes and has been dormant, but it was recently acquired by LVMH and will be revived next year ([see story](#)).

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