

ARTS

## France's Comit Colbert rolls out charm offensive in Middle East

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*Flerie Colbert Abu Dhabi: Making French luxury products tower in the Middle East. Image credit: Comit Colbert*

By STAFF REPORTS

Initiated by Comit Colbert, French luxury houses are currently running a charm campaign in the Middle East through a series of events focused on excellence skills and contemporary art.

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"Flerie Colbert Abu Dhabi: French Luxury in the 21st Century" is designed to explore 21st-century French luxury and build a bridge with the Emirati culture.

**Comit Colbert** is the trade association for France's most prestigious and storied luxury brands, including those involved in haute couture.

### Meeting in the middle

The Comit Colbert initiative to promote French luxury interests overseas coincides with Italian luxury lobby Altagamma opening its Altagamma Club China to grow influence in that market for its country's goods ([see story](#)).

Organized in conjunction with Abu Dhabi's Department of Culture and Tourism, **Flerie Colbert Abu Dhabi** marks the close ties between France and the United Arab Emirates, of which Abu Dhabi is capital.

Eighty-four French luxury houses and 16 cultural institutions will be featured during the duration of Flerie Colbert Abu Dhabi.

The list of participating French brands includes Dior, Louis Vuitton, Van Cleef & Arpels, Herms and its John Lobb footwear brand, Le Bristol Paris, Bernardaud, Chanel, Saint-Louis and Puiforcat.

Running through Dec. 14, Flerie Colbert Abu Dhabi's events will echo the themes of the "10,000 Years of Luxury" exhibition held at Louvre Abu Dhabi by the MAD, an associate member of the Comit Colbert.



*Manarat Al Saadiyat in Abu Dhabi*

Series at four locations

The series will feature four events at four locations:

"Savoir-faire Conversations," House of Artisans, Qasr Al Hosn: Demonstration of cross-cultural craft demonstrations, workshops of savoir-faire French luxury houses, talks and film screenings

"Celebrating 21st-century French Luxury": Luxury Houses Showcase, The Galleria Al Maryah Island: A dedicated path through the mall that will highlight the combined creativity of teams from French luxury houses, including collective window and boutique displays, popup spaces, live demonstrations and in-store animations

"Abu Dhabi Art 2019; French Luxury and Contemporary Art Talks, Manarat Al Saadiyat": Talks on French luxury and contemporary art by speakers from French luxury houses and cultural institutions

"10,000 Years of Luxury Exhibition, Louvre Abu Dhabi": The exhibition will showcase items from 21st-century French luxury houses such as Christian Dior, Chanel, Cartier, Balenciaga and Herms and depict how different cultures have defined luxury.

*Flnerie Colbert Abu Dhabi: French Luxury in the 21st Century*

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