

APPAREL AND ACCESSORIES

LVMH acquires majority stake in Off-White, expanding relationship with Virgil Abloh

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Virgil Abloh found the luxury brand OffWhite in 2013. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is acquiring a majority stake in Off-White, deepening the relationship with Louis Vuitton's menswear creative director, Virgil Abloh.

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Mr. Abloh, founder and CEO at Off-White, will maintain a 40 percent interest in the company, while LVMH owns a 60 percent interest in the trademark. Mr. Abloh will continue as creative director of Off-White and as artistic director at Louis Vuitton, with new projects from the partnership on the horizon.

"We are thrilled to expand our successful partnership with Virgil," said Bernard Arnault, chairman and CEO of **LVMH**, in a statement. "We have already had the privilege of witnessing Virgil's exceptional creativity and vision through his work with us at Louis Vuitton.

"We look forward to supporting Virgil and the team both in driving the growth of Off-White and in working together with Virgil to bring his unique sensibility to a broader range of luxury categories," he said.

Abloh effect

Mr. Abloh originally began his partnership with LVMH in March 2018 when he was appointed the artistic director of Louis Vuitton's menswear collection, a role he will continue to work in.

With a look towards the future, Mr. Abloh and LVMH are hoping to leverage the group's expertise and Mr. Abloh's leadership in launching new brands and partnering with existing ones. The partners will look to establish new brands and partners beyond the realm of fashion.

New Guards Group will remain an operating partner for Off-White through its licensing agreement with Off-White LLC. The transaction through us subject to regulatory approval and is expected to be completed within the next 60 days.



The story of the collection by Louis Vuitton men's artistic director Virgil Abloh was recounted in an animated film in which characters arrive in Paris during Fashion Week last year. Image courtesy of Louis Vuitton

Mr. Abloh is looking forward to his continued work with LVMH.

"I'm incredibly excited to work together with LVMH on other possible collaborations an evolution of the great relationship I have had with LVMH, Bernard Arnault, Michael Burke at Louis Vuitton and others," Mr. Abloh said in a statement. "I'm also honored to use this partnership to deepen my longstanding commitment to expand opportunities for diverse individuals and foster greater equity and inclusion in the industries we serve.

"This is an incredible new platform to take the disruption we've achieved together to a whole new level."

Earlier this year, LVMH also increased its stake in Italian fashion brand Tod's ([see story](#)).

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