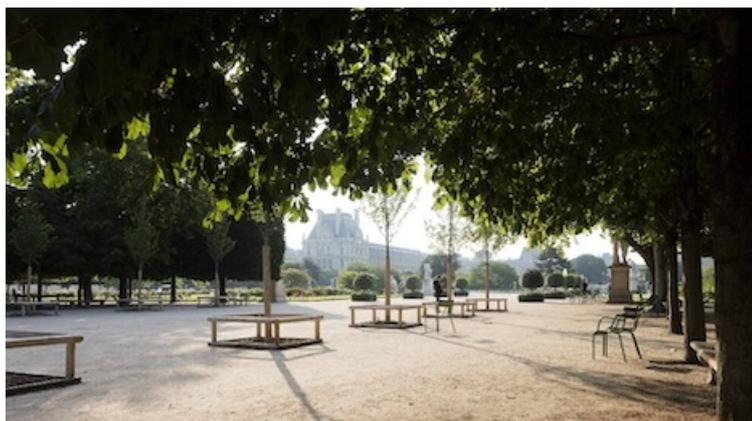


FOOD AND BEVERAGE

## Mot Hennessy champions Louvre's garden restoration

September 9, 2021



*Mot Hennessy helped restore the Tuileries Garden at the Louvre. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH's wine and spirits division Mot Hennessy is continuing its support of environmental initiatives with a new effort to "regreen" and restore the Tuileries Garden at the Muse du Louvre in Paris.

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Mot Hennessy is a patron of the Louvre's 11th Tous Mcnes! crowdfunding campaign. Several LVMH maisons are longtime supporters of the Louvre, including the gardens, reflecting the French luxury conglomerate's Parisian roots.

### Grande garden

With the help of Mot Hennessy, the Tuileries Garden will be restored to its original "splendor," serving as a green oasis in Paris.

The garden was originally created in 1565 for Catherine de Medicis and was redesigned in 1664 by Andr Le Ntre for King Louis XIV. The restoration campaign was launched in September 2020 in response to the many trees and vegetation in poor health.

Through the program, 92 elm trees were planted along the garden's central Grande Alle over the winter returning to the pathway's 17th century design. Additionally, 26 stone benches have been refurbished.



*Aerial view of the Tuileries Garden and the Louvre in Paris. Image credit: Muse du Louvre*

The restored green space will help support biodiversity in Paris, reflecting one of the pillars of Mot Hennessy's "Living Soils Living Together" sustainable development program.

Restoring the garden is also representative of two other Mot Hennessy values: culture and heritage.

Tous Mcnes! raised 1 million euro, or about \$1.18 million at current exchange, from 4,500 donors to complete the project.

Through 2023, LVMH's Kenzo Parfums is also partnering with the iconic museum to sponsor the garden's floral landscaping.

The Louvre's flowerbeds, which span nearly 2,600 square meters or 3,110 yards, are planted twice yearly. The arrangements are inspired by the museum's exhibitions ([see story](#)).

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