

APPAREL AND ACCESSORIES

LVMH welcomes Kuroki as first-ever Japanese Mtiers d'Art partner

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As Kuroki joins Mtiers d'Art, LVMH offers support to generations-old textile treatments on an international level. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is adding Japanese denim maker Kuroki to its specialized Mtiers d'Art lineup.

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The label is now part of a collection of companies that demonstrate both high levels of artisanal craftsmanship and, together, represent a dedication to advancing savoir-faire around the world. The addition also marks the first Japan-based partnership for LVMH Mtiers d'Art.

"It is a great honor to have this opportunity to join the LVMH Mtiers d'Art community as its first Japanese partner manufacturer," said Tatsushi Kuroki, president of **Kuroki**, in a statement.

"I am proud and pleased that our know-how is recognized and valued through this collaboration, which I hope will be a new opportunity to show the world the high quality and appeal of Made in Japan."

Joining with Japan

With Kuroki's appointment to Mtiers d'Art, LVMH is offering support on an international level.

Not only is LVMH committing to help promote Kuroki's offerings, but the partnership offers the denim maker a slew of creative connections.

The community of mtiers that the brand joins share ideas, techniques and valuable knowledge, in a joint effort to propel all involved forward in their respective industries.

LVMH Mtiers d'Art announced its first partnership in Japan with Kuroki, a world-class denim manufacture, and confirms its commitment towards Japanese traditional know-how.

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LVMH (@LVMH) [April 14, 2023](#)

Kuroki's mill, located in Okayama, Japan, melds modern technology and generations of dying and denim-weaving know-how, having collected expertise handed down by skilled artisans over the years. Today Kuroki continues to seek out new ideas and fabrics in the spirit of creativity.

With the resources of LVMH Mtiers d'Art, the denim manufacturer will work to preserve the precious tradition of creating Japanese denim.

This joining of forces comes not long after LVMH Mtiers d'Art Japan was formed in December 2022, created specifically to further luxury skills and development in the country. In February of the same year, LVMH joined with Japanese conglomerate SoftBank Corp. to complement its omnichannel efforts ([see story](#)).

"This partnership further strengthens the already close ties our Group and our Maisons have forged with Japan, and we are excited to begin writing the first chapters in our story in a country renowned for its wealth of traditional expertise in unique artisanal crafts," said Matteo De Rosa, CEO of LVMH Mtiers d'Art, in a statement.

"Kuroki has exceptional know-how in the world of denim, an absolutely fascinating textile," Mr. De Rosa said.

"Thanks to their ingenious and creative mindset they will enrich the creativity and bold innovation of our craft ecosystem.

"We are convinced that there is a huge potential for synergies to be unlocked across our network of manufacturers and craftspeople."

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