

EVENTS/CAUSES

## LVMH's 'Heristoria' concept goes physical with first-time vintage showcase

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*The platform presented a curated selection of LVMH Maison creations hailing from the 1920s to the 2000s in London, with a local Belmond property playing host. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

First formed last year, French luxury conglomerate LVMH's online vintage platform, Heristoria, has taken to the physical world for the first time.

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In honor of London's Chelsea Flower Show, leaders presented a curated selection of LVMH maison creations hailing from the 1920s to the 2000s in a vintage showcase called "Time to Bloom." The pieces were put on display at The Cadogan Hotel, part of the conglomerate-owned hospitality group Belmond's network.

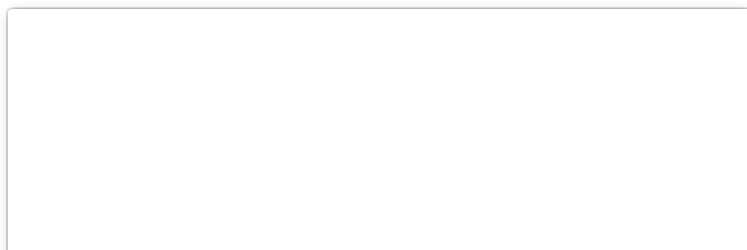
"Our selection was guided by three strong themes: flowers, of course, echoing the Chelsea Flower Show, as well as cinema, in resonance with the theme of Chelsea in Bloom," said Laurence Mayer, cofounder of **Heristoria**, in a statement.

"Both are very present in the history of our partner Maisons, so we're very lucky," Mr. Mayer said. "And lastly we wanted a dose of so-British eccentricity, expressed for instance in our bowler hat from the 90s by Patou."

Flowers and film

Ranging from leather goods to fashion to jewelry, Heristoria offered a collection of 30 vintage items up for sale with the floral and cinematic theme in mind from May 22 to 28 the dates coincided with the Cannes Film Festival.

"Time to Bloom" visitors could view age-old designs produced on the part of LVMH craftspeople through the decades.



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A post shared by HERISTORIA (@heristoria)

For the execution, the lobby of The Cadogan Hotel was transformed into a vintage boudoir for the event week, as an appointment-only-option welcomed private shopping sessions in exclusive suites.

Among the array stood a Fendi Baguette embellished with daisies from the year 2000 and an art deco brooch crafted by Chaumet artisans in 1928 comprised of amethysts, diamonds and crystals.

A yellow-gold ring featuring citrines and diamonds worn by actor Caterina Murino in the classic James Bond film *Casino Royale* also appeared, in a nod to the overall theme.

The brainchild of a Bulgari finance talent, Heristoria has come a considerable way since launching as an LVMH DARE (Disrupt, Act, Risk to be an Entrepreneur) project in 2022. The program, an intrapreneurial system supported by mentors and CEOs from LVMH maisons as well as external entrepreneurs, was responsible for bringing the platform to fruition ([see story](#)).

Heristoria and The Cadogan graced the platform's first-ever offline event by jointly creating "The Treasure Hunt Concierge," which will allow participants to "gift exceptional vintage pieces that resonate with an important moment in their lives."

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