

SPORTS

## LVMH cheers on 2024 Olympic Games with 'Crafting Dreams' campaign

September 29, 2023



*The group and the global sporting event bond over their shared mission of making dreams come true. Image credit: LVMH*

By EMILY IRIS DEGN

Taking place in its home city next year, French luxury conglomerate LVMH is looking forward to a major global competition.

As the premium sponsor of the 2024 Olympics, the group is activating via the "Crafting Dreams" campaign, offering shows of support for athletes who will participate. With billions of people poised to watch The Games in person or on television, LVMH is doubling down on a deeply held value that it shares with the sporting event: the excellence of French achievement.

"The union between the International Olympic Committee (IOC) and the prestigious LVMH Group is not merely a partnership, but a genuine celebration of the human experience," said Casey Golden, CEO of [Luxlock](#), New York.

"LVMH's sponsorship of the Olympics is a testament to the power of a shared purpose, boundless dedication and the relentless pursuit of excellence," Ms. Golden said. "The Crafting Dreams' campaign has tapped into a kindred spirit, where artisans, who pour their souls into creating exquisite products, meet athletes who dedicate their lives to achieving peak performance and have their same relentless quest for excellence through sacrifice and refining skill.

"With Paris as the backdrop, this partnership is not just natural, but is instead a testament to love, home and the pursuit of dreams."

Ms. Golden is not affiliated with LVMH, but agreed to comment as an industry expert.

Good sport

Complementing the conglomerate's company mantra and mission, "The Art of Crafting Dreams," LVMH's Olympic campaign shines a light on high-level skills and know-how.

With creativity front and center, LVMH's release includes multiple videos, each putting its artisans in the spotlight. A touch of whimsy has been applied to assets, evidenced by creative treatments such as twinkling music, upbeat talk tracks and magical narratives.

*"The Mission" for LVMH*

In one of the short films, an invitation flies through the bustling atelier of one of the group's maisons and lands on a workshop table. Tulle dresses reminiscent of French fashion houses Dior and Louis Vuitton surround the letter as groups of skilled craftspeople stand over it, each peering eagerly.

Emblazoned on its header are golden letters that spell out "Paris 2024." Below it reads, "To the artisans of the LVMH Group."

Upon reviewing the contents and exchanging smiles with one another, the creative hub erupts into activity, each brand bringing about specially-made luxury products as the camera pans back down to the letter, which now reads "Letter of Mission," in French.

It is in this homestretch that the similarities between the Olympics and what heritage brands do every day are revealed.

"LVMH's Crafting Dreams' campaign is a symphony of inspiring moments that resonate not only with artisans and athletes, but a global audience crafting their own dreams," [Luxlock's](#) Ms. Golden said.

"It's an ode to hard work, the pursuit of perfection and a shared mission of mastering your craft; a journey marked by an unwavering commitment through endless repetition and continuous training, all in the pursuit of dreams."

This focus on developing and honing one's talents serves as the undercurrent for every Olympics element released so far.

It is in this vein that LVMH has named an athlete as an ambassador, making them a representative for Louis Vuitton at The Games.

*Louis Vuitton supports French swimmer Lon Marchand for Paris 2024*

Already a multi-world record breaker at 21 years old, French swimmer Lon Marchand is among those that the French Olympic team hopes will earn them a medal.

More "Artisans of All Victories" are slated to follow in the coming months.

Mr. Marchand is just the first of the "Artisans of All Victories." This sponsorship series for individuals who are competing in 2024 was announced upon news of the \$166 million deal in July 2023 ([see story](#)).

Other LVMH labels have recently worked with figures from the sports universe, including American track and field sprinter Fred Kerley, Motswana sprinter Letsile Tebogo and Canadian swimmer Summer McIntosh. All likely to compete in the 2024 event, the representatives were tapped by Swiss watchmaker Tag Heuer, becoming brand ambassadors in August 2023 ([see story](#)).

"Both the brands that make up the LVMH conglomerate and the Olympics embody a profound commitment to cultivating cultural excellence and passion," Ms. Golden said.

"Whether it's in the world of sports or the realm of luxury, these organizations create an environment where individuals are inspired to be the best versions of themselves and push the boundaries of previous limitations."



*The handiwork of LVMH maisons is compared to Olympic feats via its latest campaign. Image credit: LVMH*

Athletic affiliations are all the rage in the prestige category this year, with those outside of LVMH also venturing into the territory.

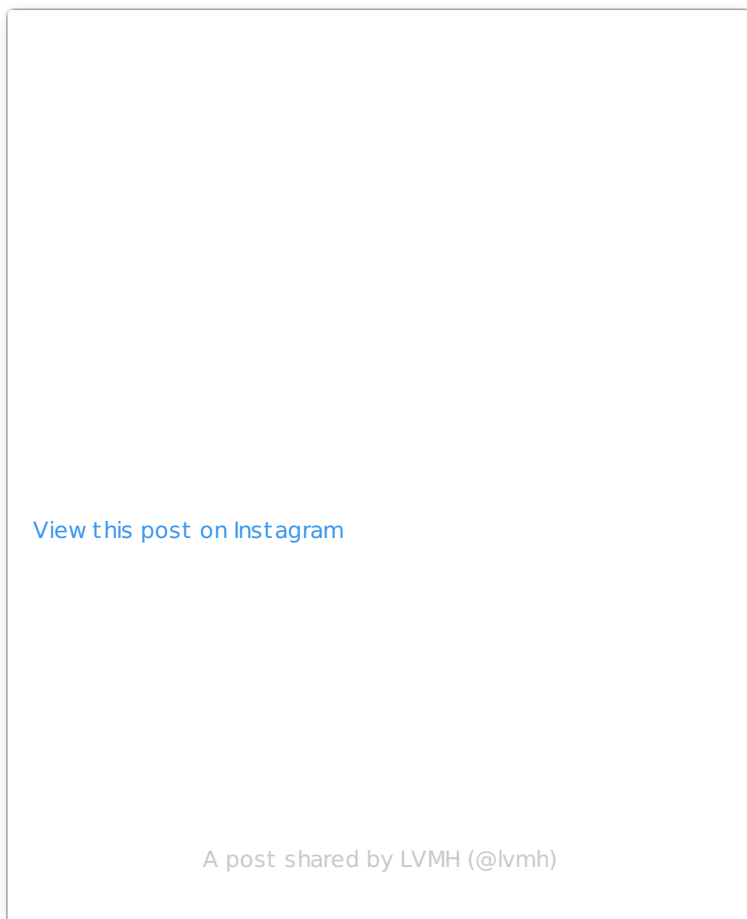
In May 2023, Italian fashion brand Prada partnered with the Red Bull Rio Conquest, extending support for three

participants of the street skateboard competition ([see story](#)).

That same month, British watchmaker Bremont highlighted the resilience of Norwegian mountaineer Kristin Harila, a member of its ambassador family ([see story](#)). In June, Swiss watchmaker IWC Schaffhausen added Australian soccer star Sam Kerr to a lineup of top-level talent ([see story](#)).

Maybe LVMH's involvement with Paris 2024 is just a bigger leap on a common path tread by luxury, poised to tap into the exposure that professional athletics offer. However, with 14,900 Olympic athletes expected to compete, and billions of spectators ready to cheer them on, perhaps "behemoth leap" would be a more accurate term for the mass publicity that the French conglomerate is readying to take part in.

"The US Open in New York City was the most relevant runway during NYFW," Ms. Golden said.



"The Olympics and other sporting events will continue to create opportunities for new audiences by forging deeper connections with luxury brands and themselves," she said. "Consumers can be part of something grander than mere commerce or a collab.

"This sponsorship is poised to set new standards of experience marketing in the world of luxury and sports, because it's a love story that celebrates the limitless potential of human achievement and the beauty of crafting dreams together."

#### The push for Paris

As part of its support for the Olympics, LVMH is also working to uplift France's image, particularly that of its capital city.

The conglomerate is showing off the artistry that Paris is known for ahead of the 2024 event, which will take up 100,000 hours of television broadcasting. The organizing body of The Games is rolling out a series of hospitality packages for those who want to make a vacation of their attendance, and LVMH's sponsorship backs the push.

It appears that locals are also excited for the year ahead.

The committee worked with Harris Interactive on an [opinion study](#), finding that out of 2,345 French people aged 15 and over, the majority believe that the Olympics will be beneficial to their home nation.

Sixty-five percent believe it will boost the country's allure on the tourism front, another 65 percent stating that it will aid in the economic activity of the nation.

A further 59 percent feel that The Games will improve France's image overall abroad.



*LVMH is not just appealing to athletes and sports fans with its sponsorship, but to the nation of France itself, according to research. Image credit: Paris 2024*

Additionally, 58 percent say that French people will feel prouder of their nationality. Of those surveyed, 65 percent are planning to follow The Games live and 33 percent of them are going to try and visit the community celebration venues set up by the Olympic organizing bodies.

With this support fueling activations taken by sponsors like LVMH, France's fashion industry is sure to bask in some of the enthusiasm that its homeland will soon receive.

"Luxury, has never been purely about the products they make," Ms. Golden said.

"It's an art of living, and the Olympics exemplify the ultimate expression of human potential," she said. "The alignment of their values and the shared belief in The Art of Crafting Dreams' will bring audiences beyond the labels and experience the soul of what makes a luxury brand, luxury."

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.