

APPAREL AND ACCESSORIES

# Berluti, Team France link up in light of 2024 Olympics

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*The final designs will be revealed in the lead-up to Paris 2024. Image credit: LVMH/ARR*

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By LUXURY DAILY NEWS SERVICE

Italian footwear and leather goods brand Berluti is getting involved with a global sporting event.

Joining other LVMH-owned labels in activating around next year's Olympic and Paralympic Games, the maison will design uniforms for Team France. The pieces will be worn during the Paris 2024 Opening Ceremonies, showcasing Berluti's heritage techniques and craftsmanship on the world stage.

"Following the announcement of our partnership with Paris 2024 in July, I am pleased to reveal the role that Berluti will play, alongside Maisons like Louis Vuitton and Dior," said Antoine Arnault, CEO of **Berluti**, in a statement.

"We aim to marry elegance with performance during the Opening Ceremonies of the Olympic and Paralympic Games Paris 2024," Mr. Arnault said. "By bringing the full force of Berluti's passion and stylistic expertise, we want to ensure that Team France, both the Paralympic and Olympic delegations, can be proud ambassadors for their country and represent the French elegance and traditional savoir-faire the Maison prizes."

## **Berluti makes Olympic bid**

The Opening Ceremonies of the Olympic Games will take place on July 26, 2024, while that of the Paralympic Games will occur on Aug. 28, 2024.

Berluti designs can soon be observed throughout programming, donned by athletes from the home country of the brand's headquarters.



*Berluti's craftsmanship will be showcased on the world stage during both ceremonies. Image credit: LVMH/ARR*

To craft the outfits, the label's artisans and creative studios are working side-by-side with the event's organizing body, for which representatives include Marie-Amlie Le Fur, president of the French Paralympic and Sports Committee, David Lappartient, president of the French Olympic and Sports Committee and Tony Estanguet, president of Paris 2024.

Traditionally, these looks reflect the diverse range of national identities present. Comfort is also a big consideration factor for the two-day-long affair, rendering Berluti, known for its meticulously tailored menswear styles, apt for inclusion.

The announcement arrives as part of LVMH's overarching partnership with the Olympic and Paralympic Games ([see story](#)).

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