

SPORTS

LVMH features Paris 2024 prizes in new teaser

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Chaumet is the creator of the 2024 Olympic Games medals. Image credit: LVMH/Thomas Deschamps

By ZACH JAMES

LVMH-owned jeweler Chaumet is debuting slices of sporting history.

The maison is showcasing the bronze, silver and gold medals it has created for the Paris 2024 Olympic and Paralympic Games. Becoming the first jeweler to design the event's emblematic awards, the brand pays tribute to its home city, shining in the face of its parent company's sponsorship.

"The Olympic Games stand as the premier global sports event, occurring every four years, fostering worldwide excitement as people eagerly anticipate new records and remarkable achievements; however, it's not just about the competitions," said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

"The design of the medals plays a significant role in the celebration; indeed, that's what every athlete aspires to claim them," Mr. Joannides said. "And what better way to attain global exposure for a brand than by designing and crafting the Olympic medals?"

"Chaumet, a brand perhaps less recognized than its global powerhouse competitor, Maison de Cartier, is poised to contribute significantly to promoting and solidifying the Chaumet brand on a global scale."

Mr. Joannides is not affiliated with LVMH, but agreed to comment as an industry expert.

French icons

Chaumet, founded in 1780, was the first jewelry maison to move into Place Vendôme in 1812.

Over the centuries, the square would become a hub for high-end jewelers in Paris. This year, the brand took to the very same workshop to unveil a new set of Olympic medals.

The 2024 project displays a commitment to globally uplifting and upholding French excellence.



Antoine Arnault and Tony Estanguet unveiled the awards together. Image credit: LVMH/Philippe Servent

As the first jewelry maison to forge the awards, the company was granted the opportunity to add its twist to the Olympic Games' most recognizable honor.

For the Paris 2024 edition, a hexagonal emblem is beset on the metallic face, itself forged from the original iron of the Eiffel Tower.

"This first-ever Olympic medal created by a jeweler is emblematic of LVMH's role as creative partner of the Olympic and Paralympic Games Paris 2024," said Antoine Arnault, overseer of image and environment and member of the board of directors at LVMH, in a statement.

"In a close creative dialogue between Paris 2024 and Chaumet, the artisans of the Maison delved into their archives and explored powerful symbols of Olympism to imagine a medal inspired by high jewelry creations," Mr. Arnault said. "Building on its centuries of rich history, Chaumet is writing a new page that will remain engraved in the heritage of the maison for eternity."

On the inlay is a series of historic Olympic and Paralympic imagery, including the two events' respective logos, text reading "Paris 2024" and an image bearing the torch's undying flame.

The gold, silver or bronze surrounding the insert is faceted to catch the light, alternating between polished and brushed metal.

The most unique, historic and unforgettable souvenir of Paris!

Every [#Paris2024](#) Olympic and Paralympic medal will be adorned with a piece of original iron from the Eiffel Tower. pic.twitter.com/jlytQXFtUD

The Olympic Games (@Olympics) [February 8, 2024](#)

Reversing the medals reveals a bespoke surface entirely credited to Chaumet's artisans, as the International Olympic Committee gave the maison carte blanche in its design.

On the obverse side, a complex pattern meant to mimic the view from under the Eiffel Tower is revealed. Along the edges, the words "Paris 2024" are embossed in English as well as universal braille, a nod to Louis Braille, the French inventor of the language.

Furthering its ties to the Eiffel Tower, the ribbons connected to the medal, colored in both red and blue, utilizing the "elegant, tapered lines" of the French landmark as a design cue. The structure's connecting beams and bolts serve as a throughline for the tapestry, the rounded metallic symbol and its inlay forever connecting the award to the City of Light.

LVMH presents the Paris 2024 Olympic medals

"I believe this will, without a doubt, highlight Chaumet and not only increase awareness but also increase sales, especially in the highly sought U.S. market which is not as familiar with the brand itself," said Mr. Joannides.

"Bernard Arnault, the head of LVMH wants nothing more than to elevate and get Chaumet on the world stage, and have it mentioned in the same breath as Cartier," he said. "And what better way to achieve that than in his very own country capital, the

center of elegance and design.”

In the months leading to the reveal of the athletic awards, the conglomerate launched the “Crafting Dreams” campaign ([see story](#)), a marketing push continued with the official unveiling of the medals through a short film. The 1:13-minute video breaks down the important aspects of the medals’ design and craft behind the final product.

Going for gold

LVMH announced its role as a premium partner of The Games in July 2023, also unveiling Chaumet’s role in the upcoming event at the time ([see story](#)).

Antoine Arnault, the eldest son of LVMH CEO and chairman Bernard Arnault, is said to have been instrumental in forging the collaboration. A week before stepping down from his role as CEO of Italian footwear and leather goods brand Berluti ([see story](#)), Mr. Arnault announced a deal wherein the brand would design this year’s Olympic uniforms and opening ceremony garb for Team France ([see story](#)).

Other notable activators include the corporation’s wine and spirits division Mot Hennessy providing luxury products for hospitality partners and beauty retailer Sephora supporting the torch relay with public activations along the route.



The Paris 2024 Olympics begin July 26, with the Paralympics starting on August 28. Image credit: International Olympic Committee

Though greatly involved in the sporting showcase, the conglomerate is not the only luxury name looking to make a play for glory.

Swiss watchmaker Omega will serve as the official timekeeper for the Olympic Games, taking on the role for the 31st time and maintaining its commitment to the event ([see story](#)).

Fellow Swiss horology label Tag Heuer is taking a different approach, enlisting three athletes. With specialties spanning sprinting and swimming, the trio will represent the brand in Paris, granting it a global platform ([see story](#)).