

COMMERCE

LVMH launches 22 Montaigne Entertainment

February 23, 2024



The group will tap top producers, creators and distributors to co-develop, co-produce and co-finance projects. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is introducing a major venture to the public.

This week, the group has launched 22 Montaigne Entertainment, a new expansive advertising conduit. Created in partnership with U.S. strategic business consultancy Superconnector Studios, the platform will translate the marketing efforts of LVMH's over 75 maisons into audio, television and film mediums.

"We are excited to formalize our approach to the promotion of our brands across entertainment formats with the creation of 22 Montaigne Entertainment, complementing our maisons' direct engagement activity," said Anish Melwani, chairman and CEO of [LVMH North America](#), in a statement.

"At LVMH, we view each maison as a house of stories, a distinct creator of culture," Mr. Melwani said. "We embrace the belief that these narratives are meant to be experienced rather than simply told, and our goal is to further leverage premium entertainment as a means to share the richness of these tales with our consumers.

"With the strength of the LVMH Group and the expertise of Superconnector Studios, we expect 22 Montaigne Entertainment will allow more of our maisons to engage authentically with their audiences through premium productions."

Going Hollywood

Connecting brands with the entertainment industry, the group will tap top producers, creators and distributors to co-develop, co-produce and co-finance projects.

LVMH's new platform will be exclusively represented by Superconnector Studios, which will help manage activities. It will act as a unique point of contact for external parties to interact with the conglomerate's houses.

LVMH houses like Dior have long engaged with Hollywood

Tasked with finding fitting global partners for the venture, the firm is interested in recruiting production entities, talent agencies, artists, management companies, distributors and studios.

"We'd be inspired just to learn that LVMH has decided to expand the creativity and cultural influence of its maisons through entertainment," said Jae Goodman and John Kaplan, cofounders of Superconnector Studios, in a joint statement.

“So, we’re honored and thrilled that they’ve chosen to create 22 Montaigne Entertainment with us,” they said. “We are so ready to share 22 Montaigne Entertainment’s mission and vision with Hollywood, then work alongside leading storytellers and the maisons to share our prestige film, TV and audio with the world.”

Luxury has recently been dipping toes into new formats such as movies, infusing films with design codes and working with A-list actors on branded storytelling ([see story](#)). As labels continue to land in the middle of blockbuster narratives ([see story](#)), perhaps the big screen will become a primary advertising channel for the sector.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.