

SPORTS

# LVMH champions continued Paris 2024 support

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*With billions of spectators' eyes set to be on Paris this summer, the conglomerate is stepping up to the occasion. Image credit: LVMH/Stphane Feugre*

By ZACH JAMES

French luxury conglomerate LVMH's stable of brands are persisting in their path toward the summer Olympic and Paralympic games.

Its maisons, namely Louis Vuitton, Moët Hennessy, Chaumet and Berluti, are involved in the effort in a multitude of ways. By announcing ambassadors, hosting guests around Paris during the events, creating the awards for the competition and forging the trunks that will hold the prizes, the company and its subsidiaries are fully embracing Paris 2024 across all possible segments.

"With the mission statement 'Artisan of all Victories,' LVMH is clearly messaging an intent to extend their brand association into the world of global sports, and likely other arenas focused on success and 'victories,'" said Daymon Bruck, chief creative officer at [The O Group](#), New York.

"Of course with this Summer's Olympic and Paralympic Games being hosted in LVMH's home town of Paris, a strong showing for sports partnerships was to be expected," Mr. Bruck said. "This particular partnership (crafting new medals, torches and trucks for the games) is a fantastic way to reinforce the group's dedication to luxury craftsmanship, design and excellence."

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

## Flavor and flair

Following LVMH becoming the sponsor of Paris 2024 last summer ([see story](#)) costing a reported \$166 million the labels underneath the conglomerate have been activating in a multitude of ways.

On the fashion side, Berluti is outfitting Team France for various ceremonies throughout the festivities, creating more than 1,400 outfits in the process ([see story](#)). Taking on a massive task, Chaumet designed and crafted the medals for both the Olympic and Paralympic games ([see story](#)).

Now, other maisons are stepping up to increase LVMH's overall presence at the event the entire world will be watching, as more than 15 million spectators are expected to arrive in France's capital for the occasion, according to the [Paris Tourist Office](#). Billions of eyes are sure to be watching, as the 2020 Tokyo Olympics drew in more than 3 billion viewers, per findings from the [International Olympic Committee](#).

*Louis Vuitton presents the trunks to house the Olympic prizes*

Louis Vuitton is protecting the fruits of Chaumet's labor leading into the month-and-a-half-long global sporting showcase.

Massive, specially-made "Medals Trunks" have been revealed for the occasion, each designed to hold 468 of the awards. Covered in monogram canvas with brass corners and fixtures, the encasements are said to "protect, display and showcase" some of the most meaningful athletic awards on Earth.

Black matte-leather lines the high-end shell, with logos subtly embossed into the cushion's surface, giving the medals a texture to grasp onto.

The Olympic and Paralympic torches are receiving similar treatment.



*More than 11,000 torchbearers will hold onto the flames before they reach Paris. Image credit: LVMH/Louis Vuitton Malletier*

Almost identical techniques are utilized to house the unlit flames, as the trunks provide a circular hold for the symbol to slot into. The torches will remain in their cases until the relays begin for both events the Olympic portion beginning May 8, 2024, and The Paralympics in early August.

"Following the unveiling of the Olympic and Paralympic medals designed by the Maison Chaumet, LVMH is once again fully expressing its role as premium partner of the Olympic and Paralympic Games Paris 2024, and Artisan of all Victories,' this time with Louis Vuitton," said Antoine Arnault, head of image and environment at LVMH, in a statement.

"Protecting the symbol of Paris 2024 the torches and the dreams of the greatest athletes the medals required the expertise of exceptional craftsmen," Mr. Arnault said. "Louis Vuitton has put its 170 years of expertise in trunks design at the service of Paris 2024, to protect and present the medals, and to take the torches around the country.

"It is a great source of pride today to unveil these original creations, which I'm sure will remain engraved in the history of the Group and the Olympic and Paralympic Games Paris 2024!"



*Cravan, a four-story mixology marvel owned by the conglomerate, is inviting visitors from around the globe to experience its lively atmosphere. Image courtesy of Mot Hennessy*

On the food and beverage side of LVMH's business, Mot Hennessy and its stable of brands Mot & Chandon, Veuve Clicquot and Ruinart are inviting guests in Paris during the events to visit their respective headquarters, restaurants, tasting cellars and bars. To mark the occasion, special edition bottles of the maison's cuves bearing the French flag will be released ahead of the games.

The only segment left out of the Paris 2024 activations is LVMH's watches and jewelry division, with the exception of Chaumet. None of its timepiece creators can take part due to Swiss watchmaker Omega remaining the official timekeeper for the competitions ([see story](#)), a role it has held 30 times before.

### **Sporting excellence**

To further its ties to the games, LVMH and Louis Vuitton are enlisting French athletic representatives.

Professional rugby player Antoine Dupont and sprinter Timothe Adolphe are the latest to become ambassadors, joining a group of five other prominent competitors in this year's and prior contests. Swimmer Lon Marchand, gymnast Mlanie de Jesus dos Santos, fencer Enzo Lefort, cyclist Marie Patouillet and tennis player Pauline Droulde ([see story](#)) round out the maison's roster so far.

*Mr. Dupont stars in advertising for the fashion label*

Other maisons are appointing ambassadors ahead of the Olympics as well, with U.S. retailer Neiman Marcus ([see story](#)) and Swiss watchmaker Tag Heuer ([see story](#)) enlisting their own stables of athletic talent across countries and sports.

"Sports have always been an interesting area for luxury brands to extend their creativity and elevated production skills with high performance materials and craftsmanship," said Mr. Bruck.

"Historically, these types of partnerships have focused on unique fashion collections or limited editions of gear and footwear," he said. "Louis Vuitton and Tiffany & Co. have developed many unique sports-focused partnerships (crafting cases and trophies respectively) for some of the world's most visible competitions and races.

"Sports partnerships help to ensure a luxury brand's association with excellence and their customer's lifestyle passions, especially when connected to the pursuit of achievement."

The Paris Olympics will kick off on July 26, 2024, and end on August 11. The Paralympics will open on August 28 and close on Sept. 8.