

SPORTS

LVMH reveals torch relay program for Paris 2024

May 9, 2024



The Olympic flame arrived in Marseille, France this week, on May 8. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is helping to kick off the summer Olympic festivities.

The Torch Relay, a ceremony responsible for transporting the symbolic flame from Greece to this year's Games site, is officially underway. To uplift its journey across the countryside to the capital city, Louis Vuitton, Sephora, Hennessy and Dior are among the LVMH companies hosting sponsored events in Cognac, Grandville, Saint million and other stops along the path to Paris.

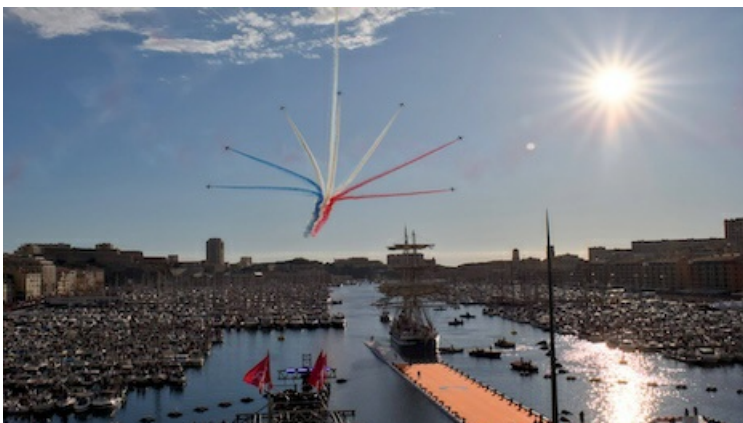
Fire burns bright

The Olympic flame arrived in Marseille, France this week, on May 8. After a voyage from Athens, Greece, French swimmer and Olympic gold medalist Florent Manaudou welcomed the torch to the home country of Paris 2024.

Louis Vuitton housed the item in a custom trunk. Showcasing the work of its artisans, the case was created at the brand's Asnieres workshop near Paris.

With the opening ceremony set for July 26, the flame has begun its nearly three-month conquest across the region, with more than 11,000 torchbearers aiding in the process.

As the premium partner of this year's Olympic and Paralympic Games, LVMH has announced a unique set of programs to honor the tradition and usher in the occasion.



The torch's arrival in France was met with massive fanfare. Image credit: LVMH/Images France Tlvisions

Beauty retailer Sephora will have the largest number of in-store activations, with 46 boutiques located in relay cities participating in product and ticket giveaways.

The chain will also host "celebration zones" in four cities along the path Bordeaux, Nice, Lille and Paris on May 23, June 18, July 2 and July 14.

Over the course of the next few months, six total brands under the conglomerate's umbrella will launch public engagements during the flame's long road to the French capital, each unified by the following theme: The Fabric That Connects Us.

Sephora aside, LVMH's "Artisan of All Victories" role sees more than 200 members of the group and its maisons supporting the torch relays. On May 23, the relay will arrive at hospitality group Cheval Blanc's Chteau in Saint milion.

The next day it will travel past Hennessy's headquarters in Cognac. On May 31, the convoy will near the Christian Dior Museum in Grandville before visiting the Mot & Chandon estate in Epernay on June 30.

The Maison presents the Paris 2024 Olympic Torch in its [#LouisVuitton](#) trunk, opened by Florent Manaudou, for the first stage of the Paris 2024 Olympic Torch Relay in France. Discover the [#LVMH](#) and [#Paris2024](#) partnership at <https://t.co/yPdasEQfYZ#ArtisanDeToutesLesVictoires> pic.twitter.com/fb9XtcJNvx

Louis Vuitton (@LouisVuitton) [May 8, 2024](#)

July 14 will see the runner reach Pont Neuf Square in Paris, venturing between LVMH-owned department store La Samaritaine and Louis Vuitton's head office.

Twenty-four hours later, the torch will pass the Fondation Louis Vuitton museum with activities for children. LVMH revealed top prize designs for Paris 2024 last month ([see story](#)).

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