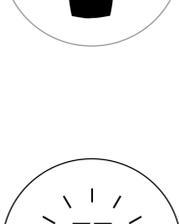


# 2019 UNE ANNÉE LUXE

## HOUSES

MAY 2019



Rihanna partners with LVMH and launches New Luxury House: FENTY. The beginning of an answer to the challenge of inclusiveness in Luxury?

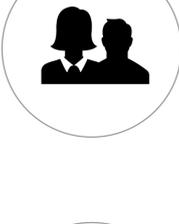
NOVEMBER 2019



LVMH strengthens its position in the United States and in the world of jewelry by acquiring the famous New York jewelry house Tiffany for a record 14.7 billion euros.

## DESIGNERS

JANUARY 2019



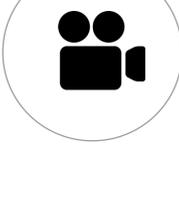
Bruno Sialelli, who comes from the Loewe design studio, has been appointed artistic director of the house of Lanvin.

FEBRUARY 2019



Virginie Viard succeeds Karl Lagerfeld as artistic director of Chanel.

JULY 2019



LVMH and Stella McCartney have reached an agreement to develop the house. Stella McCartney will hold a special role within the group in terms of sustainable development.

OCTOBER 2019



Cinema release of "Wonder Boy, né sous X", a documentary about the life of Olivier Rousteing, the artistic director of Balmain

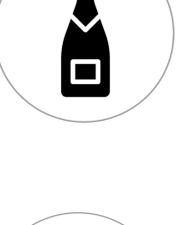
## EXPERIENCES

MARCH 2019



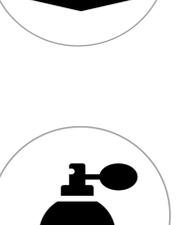
To celebrate "Carte blanche", a limited edition of cognac, Rémy Martin has developed a new experience, "the social tasting machine", for the most influential personalities in the culinary spheres. A video illustrates the emotions provoked during the tasting.

MAY 2019



On the occasion of its Croisière 2020 fashion show in New York, Louis Vuitton unveils its connected future canvas, available in two of the House's emblematic bags, the Speedy and the Duffle, equipped with an AMOLED screen.

MAY 2019

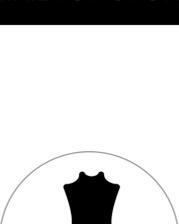


Ruinart offers visitors of the Vivatech exhibition to immerse themselves in the vineyard of the oldest Champagne house through virtual and augmented reality tours in the form of an escape game.

OCTOBER 2019

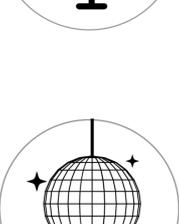


After London, Seoul, Hong Kong and Shanghai, Chanel's "Mademoiselle Privé" exhibition moves to Tokyo.



The House of Guerlain presents Mindscent, a new emotional and olfactory experience that allows the discovery of the ideal fragrance through the customer's sensations, equipped with a neural helmet.

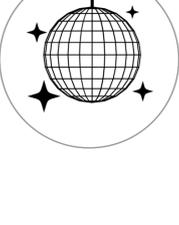
NOVEMBER 2019



After a world tour, Hermès Carré Club stopped off at the Carreau du Temple in Paris. A fun and interactive event that immerses the visitor in the heart of creation.

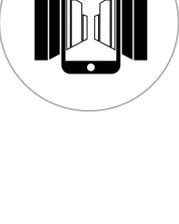
## RETAIL POP-UP STORES

MARCH 2019



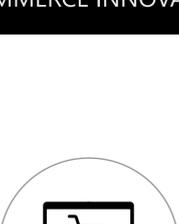
Galleries Lafayette offers a new shopping experience at 50-52 avenue des Champs Elysées, 6500 m2 are dedicated to fashion and gastronomy

MAY 2019



Chanel invites visitors to a unique experience in a new pop-up "Coco Flash Club" during of the Asian launch of its new lipstick Rouge Coco Flash.

NOVEMBER 2019



The Florentine house of Gucci inaugurates a series of ephemeral "Gucci pine" points of sale. Visitors are invited to enjoy an exclusive, digital and immersive experience built around augmented reality and sharing on social networks such as Instagram and Snap.

## E-COMMERCE INNOVATION

APRIL 2019



Kenzo launches Shopping League, the first e-shop where one has to play for exclusive access to items from the Kenzo PE 2019 collection

NOVEMBER 2019



Project Time Capsule, Prada launches a selection of products exclusively available on its ecommerce site for 24 hours. These limited editions will be renewed every month

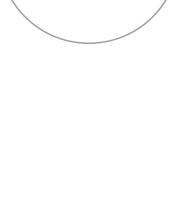
## CSR

SEPTEMBER 2019



Kering announces its ambition to fully compensate its greenhouse gas emissions

OCTOBER 2019



Stella McCartney innovates with KOBA® vegetable fur, a sustainable and "cruelty-free" textile innovation.

DECEMBER 2019



Gloration of upcycling, during the last Miami Design week, Balenciaga presents a sofa made from the unsold stocks of previous collections in collaboration with the Russian artist Harry Nuriev.

**lemon**  
Think

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