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Press release

THIRD LVMH MÉTIERS D'ART RESIDENCE: CARTE BLANCHE FOR MARION VERBOOM AT THE MANIFATTURA THÉLIOS

Paris, 26 June 2018

For the 2018 cohort of LVMH Métiers d'Art residences, the Group has chosen French artist Marion Verboom. Verboom is completing six months' immersion and artistic production at Thélios, a new entity dedicated to eyewear for the Maisons belonging to the LVMH Group.

After two initial cohorts exploring leather for the LVMH Métiers d'Art residence, first at the Tanneries Roux and then the Riba Guixà tannery, now acetate and metal have taken centre stage through Marion Verboom's work in residence at the Manifattura Thélios in Longarone, Italy. These materials, basic components which are fundamental to eyewear production, have plastic potential which the sculptor finds particularly inspiring.

The works, created in partnership with Thélios artisans, reinterpret acetate and metal into unprecedented forms, colours and arrangements.

"Acetate has always seemed mysterious to me. Through my research, I have learnt to model and inject it with many different external materials. One way of giving it structure and soul is to make it 'animato', as the Italian artisans whom I've had the chance to work with like to say," says Marion Verboom.

The purpose of LVMH Métiers d'Art residences is to bring together artists with the expertise and raw materials essential to the Group. This initiative allows artistic projects to flourish, brought to life with the help of artisans from a major manufacturer in their sector. It is an opportunity for LVMH to support a creator in their process, and to stimulate innovation among its own craftsmen through a creative collaboration.

"What fascinates me in each of the residences, and the incredible experimentation by Marion at the Manifattura Thélios is a particularly striking example, is the alchemy created between the talent of both the artist and the artisan. It guides each to learn and surprise themselves, proving that it is possible to go even further into the emotion that the material can conjure," emphasises Jean Baptiste Voisin, Chief Strategy Officer for the LVMH Group and President of LVMH Métiers d'Art.

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As with previous residences, Marion Verboom's experience at Thélios will be published by RVB Books. It will also be the subject of an exhibition at Galerie Jérôme Poggi, Paris, at the end of the year; before the launch of the next residence.

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LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and RIMOWA. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Royal Van Lent and Cheval Blanc hotels.

LVMH Métiers d'Art

In order to protect and develop our Fashion & Leather Goods Houses' access to the raw materials and superior savoir-faire they require, LVMH Métiers d'Art provides long-term investment and support for its best suppliers. With its partner suppliers, LVMH Métiers d'Art implements a comprehensive sustainable development strategy: in the sourcing of quality, raw materials (often rare or increasingly scarce) and in enriching the transmission of savoir-faire (at times traditional and unique). Beyond this, and in line with the Group's values, LVMH Métiers d'Art sharpens artisan creativity and innovation in all its forms, through shared projects, exchanges between "métiers" and external partnerships. Since 2016, an annual artistic residency is organized in a reference site in its sector, directed by Léa Chauvel-Lévy, art critic and curator.

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