

LVMH Gruppe
Moët Hennessy - Louis Vuitton
<http://www.lvmh.com/>

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Weltmarktführer bei Luxusmarken
Umsatz (2004): 12,6 Mrd. Euro
56.000 Mitarbeiter weltweit
Annähernd 1.700 Läden
1987 gegründet

Fünf Marktsegmente:

Wein und Spirituosen
Mode & Lederwaren
Parfüm & Kosmetika
Uhren & Schmuck
Ausgewählter Einzelhandel

LVMH besitzt rund 50 Marken:

Wein und Spirituosen

- Moët & Chandon (Champagner)
- Dom Pérignon (Champagner)
- Veuve Clicquot (Champagner)
- Krug (Champagner)
- Mercier (Champagner)
- Ruinart (Champagner)
- Chateau Yquem (hochwertige Weine)
- Hennessy (Cognac)
- The Glenmorangie Compay (Scotch Whisky)
- Domaine Chandon California (hochwertige Weine und Schaumweine)
- Bodegas Chandon Argentina (hochwertige Weine und Schaumweine)
- Domaine Chandon Australia (hochwertige Weine und Schaumweine)
- Cloudy Bay (Neuseeland, hochwertige Weine)
- Cape Mentelle (Australien, hochwertige Weine)
- Newton (USA, hochwertige kalifornische Weine)
- Terrazas de los Andes (Argentinien, hochwertige Weine)

Mode & Lederwaren

- Louis Vuitton (Frankreich, Lederwaren, Konfektionsbekleidung, Schuhe, Uhren, Schmuck, Textilien, Schreibgeräte & Accessoires)
- Loewe (Spanien, Lederwaren, Konfektionsbekleidung, Seiden-Accessoires & Parfüm)
- Celine (Frankreich, Konfektionsbekleidung, Lederwaren, Schuhe, Accessoires & Parfüm)
- Berluti (Frankreich, Schuhe)
- Kenzo (Frankreich, Konfektionsbekleidung, Lederwaren, Schuhe & Accessoires)
- Givenchy (Frankreich, Haute Couture, Konfektionsbekleidung, Schuhe, Lederwaren & Accessoires)

- Marc Jacobs (USA, Damen- & Herren-Konfektionsbekleidung, Lederwaren, Accessoires & Parfüm)
- Fendi (Italien, Konfektionsbekleidung, Lederwaren, Accessoires & Parfüm)
- StefanoBi (Italien, Schuhe)
- Emilio Pucci (Italien, Konfektionsbekleidung & Accessoires)
- Thomas Pink (UK, Hemden, Krawatten & Accessoires)
- Donna Karan (USA, Damen- & Herren-Konfektionsbekleidung, Kinderbekleidung, Accessoires)
- eLUXURY (USA, On-line Verkauf von Luxusartikeln)

PARFÜM & KOSMETIKA

- Parfums Christian Dior (Frankreich, Parfüm, Make-up, Hautpflegemittel)
- Guerlain (Frankreich, Parfüm, Make-up, Hautpflegemittel)
- Parfums Givenchy (Frankreich, Parfüm, Make-up, Hautpflegemittel)
- Kenzo Parfums (Frankreich, Parfüm, Badeartikel & Hautpflegemittel)
- Laflachère (Frankreich, Körperpflege & Schönheitspflege)
- BeneFit Cosmetics (USA, Make-up, Schönheitspflege & Hautpflegemittel)
- Fresh (USA, Hautpflegemittel, Körperpflege, Parfüm, Make-up, Kerzen)
- Make Up For Ever (Frankreich, Artikel für Maskenbildner & Schönheitspflege)
- Aqua di Parma (Italien, Kölnisch Wasser, Parfüm)
- Parfumes Loewe (Spanien, Parfüm)

UHREN & SCHMUCK

- TAG Heuer (Schweiz, Uhren & Chronographen)
- Zenith (Schweiz, Uhren & Chronographen)
- Dior Watches (Frankreich, Uhren & Schreibgeräte)
- Fred (Frankreich, Wholesale collection, Schmuck, Uhren)
- Chaumet (Frankreich, Schmuck, Uhren)
- OMAS (Italien, Schreibgeräte)

LVMH Group
 Moët Hennessy - Louis Vuitton
<http://www.lvmh.com/>

World leader in luxury brands.

Turnover: 12.6 billion Euros.

56,000 employees worldwide.

A recent group (created in 1987) that is constantly expanding.

An international retail network of nearly 1,700 stores.

LVMH Moët Hennessy - Louis Vuitton possesses a unique portfolio of some 50 prestigious brands.

The Group is active in five different sectors:

Wines & Spirits
Fashion & Leather Goods
Perfumes & Cosmetics
Watches & Jewelry
Selective retailing

WINES & SPIRITS

- Moët & Chandon (Champagne)
- Dom Pérignon (Champagne)
- Veuve Clicquot (Champagne)
- Krug (Champagne)
- Mercier (Champagne)
- Ruinart (Champagne)
- Château Yquem (Premium wines)
- Hennessy (Cognac)
- The Glenmorangie Company (Scotch whisky)
- Domaine Chandon California (Premium quality still and sparkling wines)
- Bodegas Chandon Argentina (Premium quality still and sparkling wines)
- Domaine Chandon Australia (Premium quality still and sparkling wines)
- Cloudy Bay (New-Zealand, Premium quality wines)
- Cape Mentelle (Australia, Premium quality wines)
- Newton (USA, Premium California wines)
- Terrazas de los Andes (Argentina, Premium quality still wines)

FASHION & LEATHER GOODS

- Louis Vuitton (France, Leather goods, ready-to-wear, shoes, watches, jewelry, textiles, writing instruments & accessories)
- Loewe (Spain, Leather goods, ready-to-wear, silk accessories & fragrances)
- Celine (France, Ready-to-wear, leather goods, shoes, accessories & fragrances)
- Berluti (France, Shoes)
- Kenzo (France, Ready-to-wear, leather goods, shoes & accessories)
- Givenchy (France, Haute couture, ready-to-wear, shoes, leather goods & accessories)
- Marc Jacobs (USA, Ready-to-wear for men & women, leather goods, accessories & fragrances)
- Fendi (Italy, Ready-to-wear, leather goods, accessories & fragrances)
- Stefano Bi (Italy, Shoes)
- Emilio Pucci (Italy, Ready-to-wear & accessories)
- Thomas Pink (UK, Shirts, ties & accessories)
- Donna Karan (USA, Ready-to-wear for men & women, childrenswear, accessories)
- eLUXURY (USA, On-line sales of luxury products)

PARFUMES & COSMETICS

- Parfums Christian Dior (France, Fragrances, make-up, skincare)
- Guerlain (France, Fragrances, make-up, skincare)
- Parfums Givenchy (France, Fragrances, makeup, skincare products)
- Kenzo Parfums (France, Fragrances, bath line & skincare)
- Laflachère (France, Hygiene & beauty)

- BeneFit Cosmetics (USA, Make-up, beauty & skincare)
- Fresh (USA, Skincare, bodycare, fragrances, make-up, candles)
- Make Up For Ever (France, Professional products for makeup artists & consumer cosmetics)
- Aqua di Parma (Italy, Cologne, home fragrance, home collection)
- Parfumes Loewe (Spain, Fragrances)

WATCHES & JEWELRY

- TAG Heuer (Switzerland, Watches & chronographs)
- Zenith (Switzerland, Watches & chronographs)
- Dior Watches (France, Watches & pens)
- Fred (France, Wholesale collection, jewelry collection, high jewelry collection, watches)
- Chaumet (France, Jewelry , high jewelry , watches)
- OMAS (Italy, Writing instruments)

SELECTIVE RETAILING

- DFS Galleria (USA, Retailer for international travelers)
- Miami Cruiseline Services (USA, Duty-free retail sales of luxury products aboard cruise ships)
- Sephora (France, Retail beauty chain: fragrances, make-up, skincare, beauty care & accessories)
- sephora.com (USA, Fragrances, make-up, skin care, beauty care & accessories)
- Le Bon Marché (France, Department stores, La Grande Epicerie, La Boutique Mariage, Balthazar)
- Samaritaine (France, Department store)

OTHER ACTIVITIES

- D.I Group (France, Media group)

Media

- 6 print publications: La Tribune, Investir Hebdo, Investir Magazine, le Monde de la Musique, Défis, SID Presse, Connaissance des Arts
- business newsletters: Expert Info, la Lettre fiscale, Mieux gérer pour réussir...
- a national radio network: Radio Classique

Advertising

- 1 advertising sales company: D.I Régie

The internet

- 6 websites:
- www.latribune.fr
- www.investir.fr
- www.radioclassique.com
- www.defis.com
- www.salondesentrepreneurs.com
- www.sid-editions.fr

Shareholding in:

- LV & Co

- Yacast
- Video Networks Ltd
- Jet Multimedia

D.I group employs over 600 persons, including more than 230 journalists.

- Connaissance des Arts (France, Monthly art publication & special issues)