

PRESS RELEASE

Paris, 18 December 2012

LVMH announces the appointment of Michael Burke as Chairman and CEO of Louis Vuitton. He joins the Executive Committee of the LVMH Group.

Michael Burke, a dual French-U.S. citizen, joined the Group in 1986. He was CEO of Christian Dior USA from 1986 to 1993, when he took charge of Louis Vuitton North America. In 1997, Michael Burke moved to Paris to become Deputy CEO of Christian Dior Couture (worldwide). Following the acquisition of Fendi by LVMH in 2003, he was appointed CEO, transforming the brand into the success that it is today. Since February 2012, he has been CEO of Bulgari.

Bernard Arnault, Chairman and CEO of LVMH, said:

“I have worked with Michael Burke for many years. He has enormous experience in our business and knows Louis Vuitton well. He is a seasoned leader with a well-rounded profile, pragmatic, multi-cultural and modern. He has excellent skills in motivating his teams. I am convinced that he is the right leader for Louis Vuitton’s future; he will build on the initiatives launched by Jordi Constans, bringing the vision and drive to continue advancing Louis Vuitton’s leadership position in luxury.”

About LVMH

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, Hennessy, Glenmorangie, Ardbeg, Vodka Belvedere, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Green Point, Cape Mentelle, Newton, Wen Jun. Its Fashion and Leather Goods division includes Louis Vuitton, the world's leading luxury brand, as well as Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs and Berluti. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Jewellery, a joint venture created with the world's leading diamond group. www.lvmh.com

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