

Paris, September 27th 2016

## **CITY OF PARIS RENEWS JARDIN D'ACCLIMATATION CONCESSION WITH LVMH IN COLLABORATION WITH COMPAGNIE DES ALPES**

*The Paris city council awarded on September 26th, by a large majority, the Jardin d'Acclimatation concession to an 80\20 partnership between the LVMH group, which has been managing it since 1984, and Compagnie des Alpes, a major player in the field of development and management of theme parks. This new concession has been agreed for a total of 25 years, around a particularly ambitious project.*

The project is based on two concepts: the first being absolute respect for the tradition, the image and the identity of the oldest attraction park in France, and one that has been enticing generations of visitors since the second Napoleonic Empire, and the second being **an extensive programme to modernise and diversify its activities, to rejuvenate and embellish the landscape and to restore its heritage**. This dual objective will bring a new dimension to this unique place in Paris, accelerating a transformation process which is already underway with the establishment of the Fondation Louis Vuitton. Eighteen attractions will be created (9 will be free) and 26 existing attractions will be renovated.

Remaining entirely faithful to the public service mission of the park, the educational workshop programme will be developed, taking into account the role of new technologies, of proposed sporting and cultural events, often with free admission, accessibility to all and including dining facilities, redesigned to appeal to all different tastes and aspirations.

All these developments will remain faithful to **the original spirit of the garden**. It's architectural heritage dating from Napoleon III's era, one of the largest and most complete of its kind in the capital, will be enhanced, while its historic landscaping, created by landscape gardener Barillet-Deschamps will be restored. The garden staff, currently numbering 250, will remain the same or increase, and working conditions will be improved by the creation of a building which will bring together all the offices and workshops, as well as changing rooms, a canteen and common rooms under one roof.

The garden is an important **part of the attractiveness of Paris and the region**. With a target of 2.5 million visitors a year, it will become an important attraction for both Parisians and tourists. *"The ethos of the garden is very much a reflection of LVMH values: innovative but respectful of heritage,"* said Bernard Arnault, Chairman and CEO of the LVMH group.

The garden has partnered with the Compagnie des Alpes, a subsidiary of Caisse des Dépôts to improve its offering. *"I am delighted that the Compagnie des Alpes will be able to provide its expertise and be associated with this splendid project in which we have a shared ambition"* explains Dominique Marcel, CEO of the organisation. Through this partnership LVMH, the world leader in luxury, will be able to rely on the know-how of the foremost French theme park operator.

## **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, Domaine du Clos des Lambrays, Château Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Wenzel, Belvedere, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton and Bodega Numanthia. Its Fashion and Leather Goods division includes Louis Vuitton, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti, Nicholas Kirkwood and Loro Piana. 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, La Samaritaine and Royal Van Lent. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Ltd, a joint venture created with the world's leading diamond group.

## **About Compagnie des Alpes**

Since it was founded in 1989, Compagnie des Alpes has established itself as an uncontested global leader in the leisure industry, where it currently ranks number 10 worldwide. At the helm of 11 of the world's most prestigious ski resorts (Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Les 2Alpes, Méribel, Serre-Chevalier, etc.) and 13 renowned leisure destinations (Parc Astérix, Grévin, Walibi, Futuroscope, etc.), the company is steadily expanding in Europe (France, the Netherlands, Belgium, Germany, etc.) and, more recently, at the international level (Grévin Montréal in April 2013, Grévin Prague in May 2014, Grévin Seoul in July 2015 and engineering and management assistance contracts (Russia, Morocco, Japan)). CDA also owns stakes in 4 ski areas, including Chamonix. During the financial year ended September 30, 2015, CDA facilities welcomed more than 22 million visitors and generated consolidated sales of 696 M€. With more than 5,000 employees, Compagnie des Alpes works with its partners to build projects that generate unique experiences, the opposite of a standardized concept. Exceptional leisure activities for everyone.

## **Contact Média Compagnie des Alpes**

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