

LVMH

これからのファッションを考える研究会
～ファッション未来研究会～

第4回

これからの時代のラグジュアリーと海外需要獲得に向けて

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LVMH Moët Hennessy - Louis Vuitton Japan K.K.

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- **Luxury is eternal. It has always existed. And it will always exist.**
- **Luxury is based on craftsmanship (something made by hands), rare materials (example: cashmere), innovation (design and/or technology), desirability (not easy to find, buy, high image).**
- **Luxury is very sustainable. Products last for many years. Can be transmitted from generation to generation.**
- **Luxury product is not only a tangible good. Can be experimental (hotel, spa).**

- **Demand from foreign markets goes through:**
 - **Establishments of flagships Louis Vuitton, Dior, CELINE, Tiffany etc. have flagships in their country of origin and in all key markets.**
 - **Good communication through physical events and digital presence.**
 - **Logical pricing strategy (not create too large differences between markets).**
 - **A selective distribution.**
 - **A brand with history-heritage.**
 - **Management teams who have an international mind.**