

L V M H  

---

MOËT HENNESSY ♦ LOUIS VUITTON

## **Trademarks and Platforms**

April 2018



## Vins & Spiritueux

1365 LE CLOS DES LAMBRAYS  
 1593 CHÂTEAU D'YQUEM  
 1668 DOM PÉRIGNON  
 1729 RUINART  
 1743 MOËT & CHANDON  
 1765 HENNESSY  
 1772 VEUVE CLICQUOT  
 1815 ARDBEG<sup>2</sup>  
 1832 CHÂTEAU CHEVAL BLANC  
 1843 KRUG  
 1843 GLENMORANGIE<sup>2</sup>  
 1858 MERCIER  
 1959 CHANDON<sup>1</sup>  
 1970 CAPE MENTELLE<sup>1</sup>  
 1977 NEWTON<sup>1</sup>  
 1985 CLOUDY BAY<sup>1</sup>  
 1992 COLGIN CELLARS  
 1993 BELVEDERE  
 1998 BODEGA NUMANTHIA<sup>1</sup>  
 1999 CHEVAL DES ANDES<sup>1</sup>  
 1999 TERRAZAS DE LOS ANDES<sup>1</sup>  
 2010 WOODINVILLE  
 2013 AO YUN<sup>1</sup>  
 2017 CLOS 19  
 2017 VOLCAN DE MI TIERRA



## Mode & Maroquinerie

1846 LOEWE  
 1854 LOUIS VUITTON  
 1895 BERLUTI  
 1898 RIMOWA  
 1924 LORO PIANA  
 1925 FENDI  
 1945 CÉLINE  
 1947 DIOR  
 1947 EMILIO PUCCI  
 1952 GIVENCHY  
 1970 KENZO  
 1984 THOMAS PINK  
 1984 MARC JACOBS  
 2004 NICHOLAS KIRKWOOD  
 2005 EDUN



## Parfums & Cosmétiques

1828 GUERLAIN  
 1916 ACQUA DI PARMA  
 1947 PARFUMS CHRISTIAN DIOR  
 1957 PARFUMS GIVENCHY  
 1972 PERFUMES LOEWE  
 1976 BENEFIT COSMETICS  
 1984 MAKE UP FOR EVER  
 1988 KENZO PARFUMS  
 1991 FRESH  
 2008 KAT VON D  
 2009 MAISON FRANCIS KURKDJIAN  
 2017 FENTY BEAUTY

<sup>1</sup> : fait partie de Estates & Wines

<sup>2</sup> : fait partie de The Glenmorangie Company



### Montres & Joaillerie

1780 CHAUMET  
1860 TAG HEUER  
1865 ZENITH  
1884 BULGARI  
1936 FRED  
1980 HUBLOT



### Distribution Sélective

1852 LE BON MARCHÉ  
1870 LA SAMARITAINE  
1958 STARBOARD CRUISE SERVICES  
1960 DFS  
1969 SEPHORA  
1978 LA GRANDE ÉPICERIE<sup>4</sup>



### Autres Activités

1817 COVA  
1849 ROYAL VAN LENT  
1860 JARDIN D'ACCLIMATATION  
1908 GROUPE LES ÉCHOS  
2006 HÔTELS CHEVAL BLANC

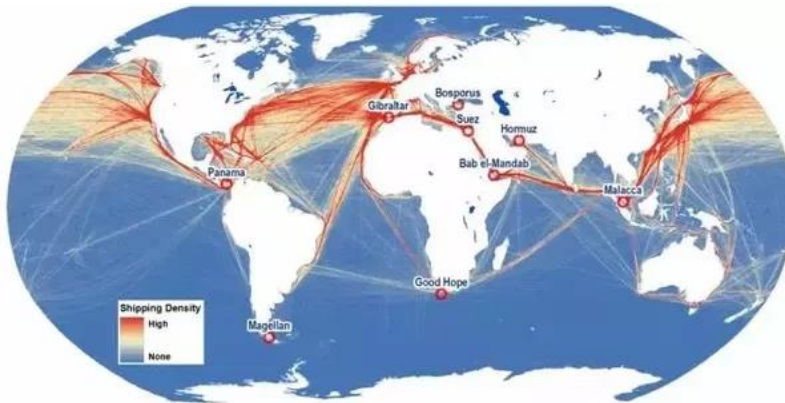
2014 FONDATION LOUIS VUITTON

<sup>4</sup> : fait partie du Groupe Le Bon Marché

# Counterfeit goods – a large and growing problem

---

- ♦ 2.5% of ALL Global Trade
- ♦ 5% of Imports into the EU (\$461bn)



# Counterfeit is increasingly about fooling consumers



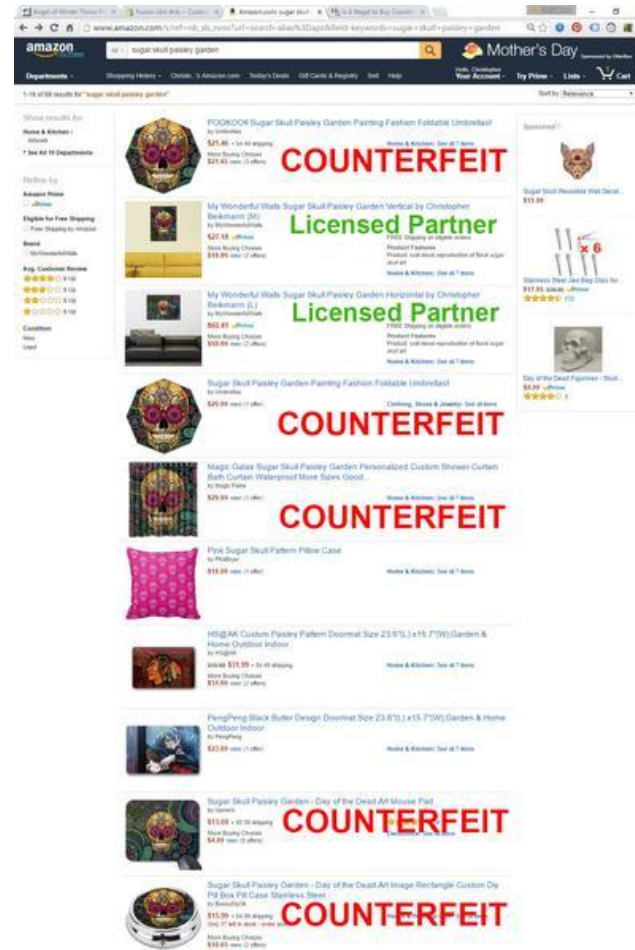
## The impact of counterfeiting on online consumer rights in Europe

The risks of buying counterfeits on the Internet, and tips from the ECC-Net for consumers in Europe who want to avoid unpleasant surprises due to these products.

March 2017

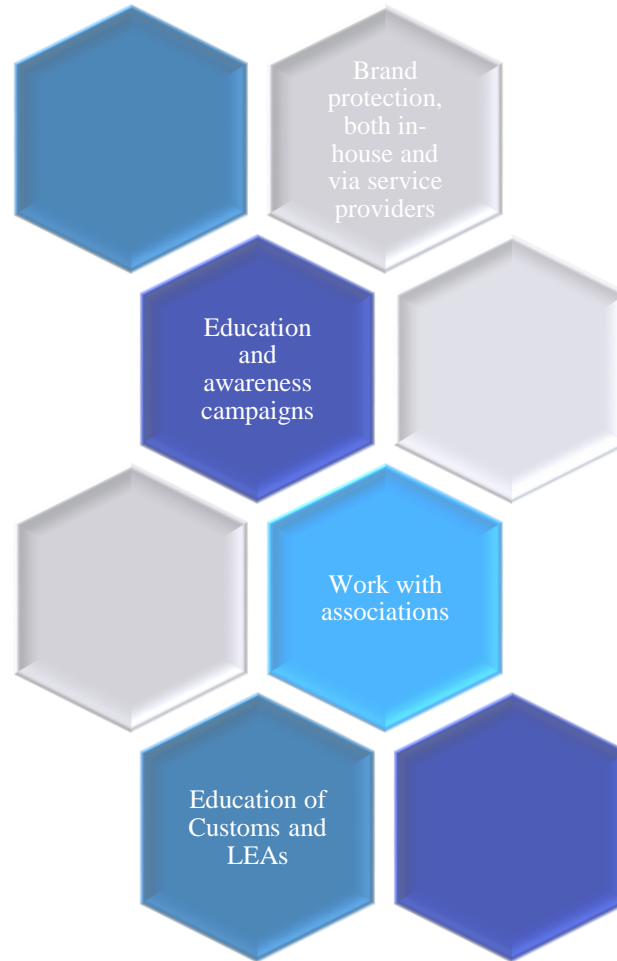
Help and advice for consumers in Europe  
European Consumer Centre  
ECC-Net

Co-funded by the European Union



# Actions by rightsholders

---

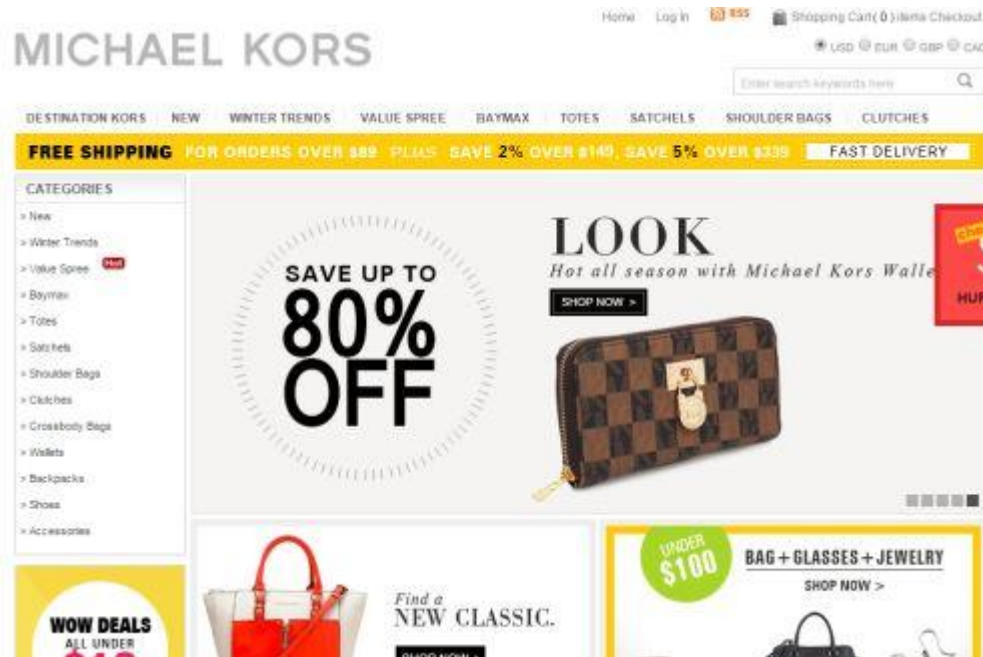




# IPRED - Together Against Counterfeiting Alliance



# Counterfeit is increasingly professional





Your Language: EN

Currency: GBP

[My Account](#) | [My Cart](#) | [Checkout](#) | [Log In](#)








Search entire store here...



[Louis Vuitton Bags](#) | [Louis Vuitton Wallets](#) | [Gucci Bags](#)



New Products

				
Louis Vuitton M50543 Volta Tote Bag Taurillon Leather	Louis Vuitton M52020 Palm Springs Backpack PM Wild	Louis Vuitton M43503 Speedy Bandouliere 30 Tote Bag	Louis Vuitton N60012 Zippy Organizer Damier Azur Canvas	Louis Vuitton N63242 Anais Wallet Damier Ebene Canvas
Regular Price: <del>£642.00</del>	Regular Price: <del>£632.00</del>	Regular Price: <del>£478.00</del>	Regular Price: <del>£308.00</del>	Regular Price: <del>£268.00</del>
SPECIAL PRICE: <b>£226.00</b>	SPECIAL PRICE: <b>£234.00</b>	SPECIAL PRICE: <b>£177.00</b>	SPECIAL PRICE: <b>£114.00</b>	SPECIAL PRICE: <b>£99.00</b>

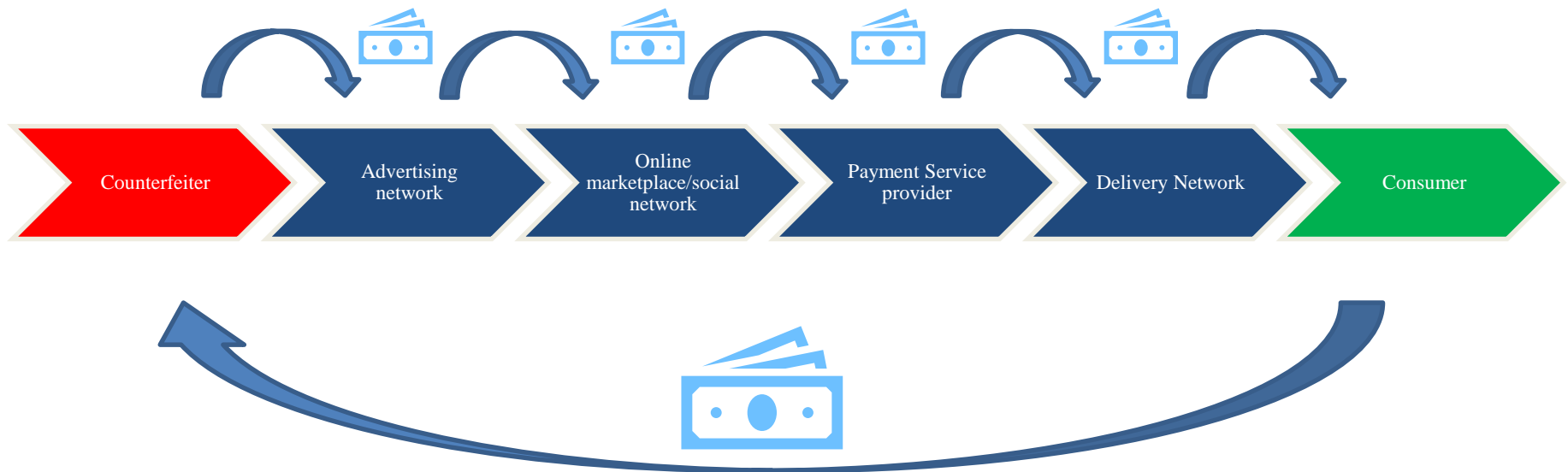
[Shipping & Returns](#) | [FAQ](#) | [Privacy Policy](#) | [Site Map](#) | [Search Terms](#) | [Advanced Search](#) | [Orders and Returns](#) | [Contact Us](#)



© 2012 LV Replica Handbags UK. All Rights Reserved.

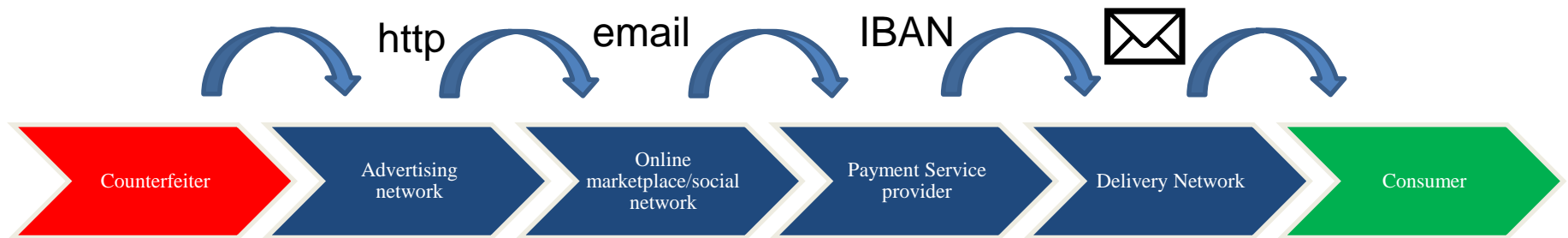
# The “value chain”

---



# The information “value chain”

---



LVMH  

---

MOËT HENNESSY ♦ LOUIS VUITTON