

# LOUIS VUITTON

## HISTORY

- 1854** Louis Vuitton opens first luggage store in Paris.
- 1859** First Louis Vuitton workshop opens in the Paris suburb of Asnières.
- 1885** First foreign Louis Vuitton store opens in London.
- 1888** Creation of Damier canvas.
- 1890** Invention of the five-tumbler safety lock.
- 1896** Creation of Monogram canvas by Georges-Louis Vuitton.
- 1901** Creation of the Steamer Bag, the first soft-sided, folding luggage.
- 1914** Louis Vuitton opens the world's largest travel store on Champs-Élysées.
- 1930** Creation of Speedy and Keepall bags.
- 1959** New coating method makes it possible to manufacture soft-sided bags in Monogram canvas.
- 1978** Opening of the first Louis Vuitton store in Tokyo.
- 1979** Opening of the first Louis Vuitton stores Hong Kong, Singapore and Guam.
- 1981** Opening of the first Louis Vuitton store in the US, in New York.
- 1985** Launch of the Epi leather.
- 1987** Creation of the LVMH Moët Hennessy-Louis Vuitton Group.
- 1992** Opening of the first store in China, in Beijing.
- 1993** Launch of the Taïga leather line for men.
- 1996** Centennial of the Monogram canvas; Damier canvas re-introduced.
- 1998** Creation of ready-to-wear and shoe lines for women and men by Marc Jacobs.  
Creation of Monogram Vernis leather.
- 2001** First artistic collaboration with Stephen Sprouse; creation of Graffiti bag collection.
- 2002** Launch of Tambour watch collection.
- 2004** Opening Maison des Champs-Élysées.  
Launch of first Emprise jewelry collection.
- 2005** Creation of first sunglasses collection.
- 2006** Opening of the Espace Culturel Louis Vuitton on the Champs-Élysées.
- 2007** Opening of new EOLE international warehouse, near Paris.
- 2009** Launch of the first high jewelry collection, L'Ame du Voyage.
- 2010** Launch of the leather line Monogram Empreinte.
- 2011** Launch of the made to order offers: Haute Maroquinerie.
- 2012** Louis Vuitton - Marc Jacobs exhibit at the Musée des Arts Décoratifs in Paris.  
Opening of first Louis Vuitton watches, jewelry and high jewelry store on Place Vendôme in Paris.  
Artistic collaboration with Yayoi Kusama: creation of leather goods, ready-to-wear, accessories, shoes and books.  
Opening of first Cabinet d'Écriture ("writing room") in Paris Left Bank.

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## MANUFACTURING AND LOGISTICS

17 leather goods workshops: 12 in France (Asnières workshop, Drôme workshops, Ardèche workshops, Issoudun workshops, Saint-Pourçain workshops, Sainte-Florence workshops, Ducey workshops), 3 in Spain (Barbera del Vallès workshops and the Girona workshop), 2 in California (San Dimas workshops).

1 leather goods accessories workshop in Spain (Barbera del Vallès).

3 shoes and leathers goods components workshops: 2 in Roumania (Cisnadie and Avrig), 1 in Portugal (Ponte de Lima).

1 tannery for vegetal-tanned leathers in Belgium (Estaimbourg).

1 tannery for crocodile leather in Singapore (jointly owned by LVMH group).

1 tannery for calfskin and young bull hides in Valence, France (jointly owned by LVMH group).

4 shoes workshops in Italy (Fiesso d'Artico).

1 Luxury Watch manufacture, La Fabrique du Temps in Geneva, Switzerland.

1 watch assembly workshop in Chaux de Fonds, Switzerland.

1 High Jewelry workshop in Paris, France (Place Vendôme).

1 accessories workshop in Gallarate, Italy.

1 international logistics center in Cergy, France (after-sales service for Europe. Zone and replacement parts logistics for international sites).

10 regional warehouses in Hong Kong, Osaka, Tokyo, Singapore, Ontario, Cranbury, Shanghai, Dubaï, Orléans and Cergy.

## PRODUCTS

Special orders, trunks, luggage, travel bags, city bags, small leather goods. Accessories. Writing instruments.

Ready-to-wear. Shoes. Watches. Jewelry and High Jewelry.

## SALES NETWORK (at December 31, 2012)

An exclusive distribution network of 465 stores in 65 countries:

North Europe	65	Japan	56
South Europe	61	Asia / Pacific	81
North America	131	China	47
Latin America	24		

7 e-stores serving the following countries:

France / United Kingdom / Germany / Italy / United States / Japan / Spain

## HUMAN RESOURCES (at December 31, 2012)

19,240 employees worldwide, 70% of whom work outside of France.

Breakdown by sector: 50% distribution, 31% production, 19% support.