



MAISON FONDÉE EN 1854

For Immediate Release

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## **LOUIS VUITTON TO CELEBRATE THE GRAND OPENING OF ITS CITYCENTER LOCATION AT CRYSTALS**

Las Vegas, NV – November 24, 2009 – On Thursday, December 3rd, Louis Vuitton will open a new store at Crystals in CityCenter. This will be the largest store in North America and the 5th largest location worldwide. The new store will be the 16<sup>th</sup> global store in North America, carrying all of the Louis Vuitton product categories including an array of leather goods from the traditional and innovative collections of luggage and city bags, ready-to-wear, shoes, watches, jewelry, sunglasses, textiles, ties and accessories.

“Louis Vuitton was founded on the principles of creativity and innovation, with the perfect balance of tradition and modernity,” said Yves Carcelle, Chairman and CEO of Louis Vuitton Malletier. “The CityCenter team has taken the complete Las Vegas experience to the next level of imagination and magnificence with this project. Crystals at CityCenter is destined to be the premier destination for luxury in Las Vegas. Louis Vuitton is thrilled to be able to open such a unique store in this breathtaking center.”

The new store will be approximately 14,000 square feet of retail space with a dominant position at the entry to Crystals, the retail component of the CityCenter development designed by Daniel Libeskind and David Rockwell. The main façade consists of steel panels embossed with an abstraction of the “LV” motif. At night, the facade takes on an entirely different character. Inspired by the vibrant, every changing nature of the Las Vegas "strip", it comes alive with a dazzling light show made by over 4,000 LEDs.

The interior of the store is the result of another successful collaboration with the renowned New York architect, Peter Marino who has designed several unique features. One highlight is a 31-foot chandelier made of 1600 titanium plated LV flower motifs whose shimmering reflections animate the space. A series of three dimensional metallic curtains, also derived from the Louis Vuitton flower and damier motifs, add their sparkle to the store and evoke the glitter and glamour of Las Vegas. A playful artwork by Belgian artist Lionel Esteve adds a splash of color to the main entry from the strip, suspended in a double story semi-ellipse, making Louis Vuitton CityCenter the 8<sup>th</sup> Maison in the world.

The interior design allows sweeping views throughout the three level store, with a variety of spatial experiences giving unique character to each of the different product universes. The ground level has a dedicated men’s area with a two story high luggage unit and a women’s leathersgoods department with a curved bag bar. The first floor displays women’s ready-to-

wear and other women's products including a special roulette inspired table featuring small leathersgoods and accessories. This floor also features the grand floating staircase up to the mezzanine floor. Here is a special rotating display of the "Malle Casino", an extraordinary trunk made in the Louis Vuitton custom order atelier in Asnières as well as a dedicated gaming area and a product personalization section. The store boasts two VIP rooms, one adjoining the watch and jewelry space on the mezzanine, the other associated with the ready-to-wear collection.

“Louis Vuitton has been present in the United States since 1898 and we are proud to open the 134th store in North America at CityCenter in Las Vegas,” said Daniel Lalonde, President and CEO of Louis Vuitton North America. “The CityCenter store is very special as it reflects the spirit of Las Vegas and the architecture of CityCenter, yet still remains true to the heritage of Louis Vuitton. This will be our first location on Las Vegas Boulevard since our first store in Las Vegas opened in 1988.”

On December 2<sup>nd</sup>, Louis Vuitton will host a special private dinner in the store, giving select guests a first look at CityCenter before the opening on December 3<sup>rd</sup>.

The world leader in luxury, Louis Vuitton has been synonymous with the art of stylish travel since 1854. Since 1987, it has been part of LVMH Moët Hennessy Louis Vuitton, the world's largest and most prestigious luxury goods group. Since 1997, with the arrival of the designer Marc Jacobs, it has extended its expertise to women's and men's ready-to-wear, shoes, watches and jewelry, combining traditional craftsmanship with flair and innovation to create a complete lifestyle experience. Louis Vuitton has an exclusive network of 442 wholly owned stores in 62 countries around the world.

Store hours: 10:00am – 12:00am

Visuals free of right available upon request.

Find out more about Louis Vuitton collections and services at [www.louisvuitton.com](http://www.louisvuitton.com)

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