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## **Louis Vuitton opens its first shop at a French airport - Paris-Charles de Gaulle Airport – Hall K -**

**The first of its kind at a French airport, Louis Vuitton's new shop features a decidedly international atmosphere that offers customers a unique and complete travel experience.**

On 29 September 2018, Louis Vuitton opened its first shop at Paris-Charles de Gaulle Airport (Terminal 2E, Hall K). "We are proud to welcome this iconic brand of French luxury in the heart of the largest airport in France. Louis Vuitton, founded even before the first aircraft took flight, now has an establishment in one of the busiest hubs in the world," says Augustin de Romanet, Chairman & Chief Executive Officer of Groupe ADP.



All of Louis Vuitton's expertise and excellence is revealed for the first time at a French airport through a selection of leather goods, men's and women's accessories, a women's ready-to-wear capsule, shoes, luggage and fragrances.

This innovative shop has regular sales events, such as a personalisation service allowing users to put their initials on their luggage there and then. This in-store service is available to international customers now.



The shop front and interior feature travel destinations inspired by baggage labels from Gaston-Louis Vuitton's private collection. Originally stuck on trunks and other pieces of luggage, these labels of hotels and different means of transport call shoppers to journey the world while symbolising the art of travelling, beloved by Louis Vuitton.

The notion of travel and expertise is also reflected in the window display, which features a motorised paraglider sitting on the iconic monogrammed hat box, specially made by the legendary Louis Vuitton workshops in Asnières to transport it. This contemporary replica of the "flying machine", designed by Louis Vuitton in the twentieth century, is made of metal parts and materials used in the fashion house's latest Men's collections.

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Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2017, the group handled through its brand Paris Aéroport more than 101 million passengers and 2.3 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 127 million passengers in airports abroad through its subsidiary ADP International. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2017, group revenue stood at €3,617 million and net income at €571 million. Registered office: 1, rue de France, 93 290 Tremblay-en-France. Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

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