

Beat: Business

## ALEXANDRE ARNAULT, Chief Executive Of RIMOWA Is GUEST OF HONOR

### CHINESE BUSINESS CLUB

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**USPA NEWS** - The son of LVMH Chairman Bernard Arnault , Alexandre Arnault is one of fashion´s youngest Chief Executives. At just 25 years old he helms Luxury Luggage Brand RIMOWA, particularly renowned among the Celebrity Jet-Set Crowd, and has been influential in propelling LVMH´s Digital Strategy forward through its collaborations with Supreme, Off-White's Virgil Abloh and Fendi.

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Alexandre Arnault comes from a digital background, originally graduating from Télécom ParisTech before going on to gain a master of research in innovation from École Polytechnique. He has been an influential force in pushing digital to the forefront of LVMH´s agenda, and was a key behind-the-scenes player in the launch of 24 Sèvres, the conglomerate´s new multi-brand e-commerce platform.

In October 2016 LVMH announced that it would acquire an 80 percent stake in suitcase maker Rimowa for €673.6 million, confirming that Arnault would be appointed co-chief executive upon completion of the transaction, running the German company alongside Dieter Morszeck. His executive appointment came after just three years of behind-the-scenes work at the family holding company Groupe Arnault.

In April 2019, he assumed his father's seat on the board of directors for French supermarket chain Carrefour. In addition to his native French and English, Arnault is also fluent in German, and has relocated to Rimowa's headquarter city of Cologne, Germany.

120 YEARS OF RIMOWA: Redefining Travel since 1898 (From vintage wood to classic aluminium to high-tech polycarbonate)

- 1898: all began with the Koffermanufaktur in Cologne

Small family-run business. Very first cases are crafted in hardwearing wood, with an emphasis on lightweight construction and superior stability.

- 1937: The very first aluminium trunk is created by the founder's son, Richard Morszeck. Abbreviating his name gives the enduring name RIMOWA.

- 1950: The iconic groove design is born. Inspired by the golden age of aviation, was added distinctive grooves to our aluminium suitcases. They become a symbol for the international jetset and pay homage to the world's first all-metal aircraft.

- 1976: Waterproof Cases to protect Pro Equipment. Tropicana design guards the sensitive equipment of film crews, photographers and reporters from tropical humidity or arctic cold.

- 2000: 'Handmade Meets High-Tech':The First Polycarbonate Luggage.

- 2001: RIMOWA perfects the patented Multiwheel system. Making sure all eight wheels on RIMOWA suitcases turn effortlessly through 360°.

- 2006: Enhancing the security with TSA locks. Globally recognised, they open up easily for unexpected security checks.

- 2008: Introduction of a dozen new Collections and Signatory Colours.

- 2011: Design of the Lightest Luggage yet: the Salsa Air.

- 2012: Celebration of 75 years of the Aluminium Suitcase.

- 2018: Unveil a Contemporary Look for the RIMOWA brand. The New Monogram evokes the Twin Spires of Cologne Cathedral. And the New Logo nods to the Company's past, while looking forwards to the future.

The CHINESE BUSINESS CLUB, created in Paris by Harold PARISOT, aims to develop and strengthen economics and friendly link between China and France and increase bilateral investments. Most Chinese Companies are present during these Official Lunches of the Chinese Business Club. All areas are concerned: Tourism, Agribusiness, Pharmaceutical, Aerospace, Heavy Industry, Luxury, "¡  
Moreover, French Ministers, Influential Journalists, Ambassadors from Africa, Chinese Investment Funds, CEO's and Leaders, Diplomats and many Advisors of Chinese Ambassador are also present.

Source: Official Lunch of Chinese Business Club on September 22, 2020 @ Westin Vendome Hotel in Paris

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