

NOWNESS.COM LAUNCHES TODAY

New Website Presents Exciting, Exclusive Looks At High-End Fashion, Art, Culture and Travel; Becomes the Essential Reference Point for Luxury Global Lifestyle

NEW YORK, NEW YORK and PARIS, FRANCE, February 25, 2010 -- LVMH Moët Hennessy Louis Vuitton, the world's leading Luxury Group, introduces its exciting new web platform, NOWNESS.com. Beginning today, NOWNESS will showcase an exclusive daily premiere of the most inspiring stories influencing contemporary arts and global lifestyle. NOWNESS reflects LVMH's desire to offer an editorial website that covers the full spectrum of luxury and the art of living with the level of creativity, innovation and passion for which the world's leading Luxury Group is known. Working with the most revered minds in creative culture, NOWNESS takes a highly authored approach to previewing the latest in fashion, art, cinema, music, design, travel, and global luxury. Each day, the site will premiere one story that is as timeless as it is timely. It will also allow regular site visitors to have a personalized experience.

Kamel Ouadi, Digital Executive Vice President of NOWNESS said, "We are excited about the launch of our new website, a true pioneer in online publishing, which will introduce our visitors to a new experience -- one that will resonate right now, at this moment - each day. Our technologically advanced approach to showcasing the best of fashion, art, culture and travel will allow the site to incorporate visually arresting slideshows, short films, videos, interviews and interactive projects. NOWNESS will unveil a new world of ideas, delivering exclusive content that will inspire, educate and inform."

He continued, "NOWNESS has a distinct advantage in that our software is capable of assessing our users' interests and tailoring our recommendations for stories to reflect their preferences as they browse the content archive."

NOWNESS is an innovative space where ideas are first and foremost. The site is dedicated to collaborating with the world's foremost designers, creatives and thinkers in the luxury industry. Visitors can enjoy featured work by leading artists such as Wong Kar-Wai, Patti Smith, Lucien Freud, Francesco Vezzoli, Rodarte, Raf Simons, John Galliano for Dior, and Nick Cave. Today on NOWNESS, internationally renowned hairstylist Sam McKnight takes model Lily Donaldson's hair to new heights in an hypnotic film shot with the Phantom HD GOLD camera.

Beautifully and intelligently designed, in addition to inspiring and entertaining its users, NOWNESS will also benefit the artists and brands it features by linking them to a sophisticated and powerful global audience of opinion-makers whose lifestyles are continually informed by digital culture. Committed to offering a wide range of experiences, NOWNESS's content is editorially independent and will include collaborations with many creative individuals and brands in and outside the LVMH Group. NOWNESS is curated by an international team of editors to be a vital inspiration and resource for experiencing high-end fashion and culture digitally.

About LVMH

LVMH Moët Hennessy Louis Vuitton is the world's leading luxury goods group. The Group is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Château d'Yquem, Hennessy, Glenmorangie, Ardbeg, Belvedere Vodka, Chopin, 10 Cane, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Green Point, Cape Mentelle, Newton. Its Fashion and Leather Goods division includes Louis Vuitton, the world's leading luxury brand, as well as Celine, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Donna Karan, Marc Jacobs, Berluti as well as StefanoBi. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Parfums Kenzo, Parfums Loewe as well as other promising cosmetic companies (BeneFit Cosmetics, Make Up For Ever, Acqua di Parma and Fresh). LVMH is also active in selective retailing through DFS, Sephora in Europe and the United States, Le Bon Marché and la Samaritaine. LVMH's Watches and Jewelry division comprises TAG Heuer, Chaumet, Christian Dior Watches, Zenith, Fred, Hublot and De Beers Diamond Jewellers Limited, a joint venture created with the world's leading diamond group.

Contact:

Kekst and Company
Victoria Weld/Molly Morse
212-521-4800