



CHÂTEAU DE VERSAILLES



PRESS RELEASE

A PARTNERSHIP BETWEEN THE CHÂTEAU DE VERSAILLES AND ESSEC PROMOTING EXCEPTIONAL SAVOIR-FAIRE

PARIS, JANUARY 22, 2016 – ESSEC BUSINESS SCHOOL SIGNS A PARTNERSHIP AGREEMENT WITH THE CHÂTEAU DE VERSAILLES AND LAUNCHES THE ESSEC SAVOIR-FAIRE D'EXCEPTION CHAIR WITH THE SUPPORT OF CHANEL, THE LVMH GROUP– REPRESENTED BY DOM PÉRIGNON – AND VAN CLEEF & ARPELS.

“Luxury at ESSEC is both part of our heritage and one of our constantly developing strengths. These new partnerships reinforce one of ESSEC’s key areas of expertise and secure our position as a strategic partner for members of the luxury industry on a global scale” emphasizes Jean-Michel Blanquer, Dean of ESSEC Business School.

THE CHÂTEAU DE VERSAILLES AND ESSEC BUSINESS SCHOOL UNITE TO PROMOTE THE ARTS AND MASTER CRAFTS

The Château de Versailles and ESSEC Business School unite to create an ecosystem dedicated to the transmission of the art of French living, know-how, luxury careers, heritage and creation.

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“The Château de Versailles and ESSEC have always shared a passion for excellence. This invisible and timeless link between past and present that constitutes craftsmanship contributes to the increased influence of France. It was only natural that our two institutions came together in support of our shared ideas.” explains Catherine Pegard, President of the Château de Versailles.

This partnership is based on three major areas of development:

-STRENGTHENING OUR COMMON ACTIONS IN THE FIELD OF EDUCATION in regards to both initial training and executive education. Essentially, this will allow students and executive education participants from ESSEC to participate in activities organized at the Château de Versailles and potentially do internships there as well.

The Château de Versailles and ESSEC will also develop specific modules for ESSEC students who intend to develop their careers in the field of culture and art management. Summer school programs will also be jointly organized by the two institutions. Additionally, professors from ESSEC will work with teams at the Château de Versailles to identify the issues they face and in turn develop business case studies about them.

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-THE CHÂTEAU DE VERSAILLES IS ONE OF THE FOUNDING PARTNERS of the Center of Excellence in Luxury, Art & Culture, created by ESSEC in aim of understanding and accentuating a responsible vision of luxury which is embodied by the French art of living. The Château de Versailles will in particular facilitate meetings and exchanges between ESSEC students and the artisans working in these trades. ESSEC, by way of the Center of Excellence, will regularly work on the issues proposed by the Château de Versailles.

-SPREADING THE FRENCH KNOW-HOW IN ASIA: ESSEC and the Château de Versailles intend to contribute to the promotion of French culture and know-how in the Asia-Pacific region primarily by relying on the anchor that is the ESSEC Asia-Pacific campus in Singapore.

THE CREATION OF ESSEC'S SAVOIR-FAIRE D'EXCEPTION CHAIR

THE SIGNING OF THE PARTNERSHIP AGREEMENT between the Château de Versailles and ESSEC also presents the opportunity to launch the new *Savoir-Faire d'Exception* Chair.

THE MANIFESTATION OF AGE-OLD MANNERS AND AN EXCEPTIONAL KNOW-HOW, for which Versailles was the ideal pillar of expression, today represents a major challenge for luxury players. In a globalized environment, these skills require not only conservation efforts but also those of value creation and promotion. To showcase such exceptional know-how to the world presupposes constant effort to innovate in order to reinvent the inherited legacy, but also to design very specific business models to ensure their advancement.

IN ORDER TO RESPOND TO THESE CHALLENGES, ESSEC, in partnership with CHANEL, the LVMH Group – represented by Dom Pérignon – and Van Cleef & Arpels, launched the ESSEC *Savoir-Faire d'Exception* Chair.

ACCORDING TO BRUNO PAVLOVSKY, President of Fashion at CHANEL, “*CHANEL's commitment to the preservation of our Métiers d'art – our historical partners who hold a unique cultural and artistic heritage and who are also privileged suppliers to the fashion and luxury industry – has allowed the continuation and transmission of these various workshops' exceptional know-how while also promoting development and innovation. This commitment is what drives us to support the creation of ESSEC's Savoir-Faire d'Exception Chair. These skills are what contribute to the increased influence of France abroad and it is essential to continue to develop and enhance them.*”

«*By partnering with ESSEC's Savoir-Faire d'Exception Chair, LVMH, the world luxury leader, reaffirms its willingness to share its passion for excellence with younger generations and transmit its know-how and experiences which are at the heart of its ecosystem and which it strives to preserve daily. The Group's commitment to the Chair is realized through the support of the Dom Pérignon brand, a centuries-old luxury house which embodies the most noble, creative and innovative know-how. This new partnership further strengthens the historical link between ESSEC and the Group, which have been partners for 25 years through the LVMH Chair.*” declares Chantal Gaemperle, Director of Human Resources and Synergies, LVMH Group.

“Throughout its history, Van Cleef & Arpels has continuously expressed its commitment to the values of excellence and innovation. Today, Van Cleef & Arpels is committed to preserve High Jewelry and High Watchmaking crafts and support their development on a daily basis. This explains our commitment towards ESSEC’s Savoir-Faire d’Exception Chair.” explains Nicolas Bos, President and CEO of Van Cleef & Arpels.

Designed to train managers, investors, entrepreneurs and artisans to understand and appreciate the uniqueness of these trades, the Chair is a space for teaching, reflection, research and exchange. Each year, it will enable approximately twenty students from ESSEC’s Master of Science in Management program to learn about the challenges and developmental strategies, acquisition, industrialization, transmission and internationalization of these trades and understand their specificities in regards to management techniques and their business models.

The Chair also intends to develop research programs in collaboration with its partners as well as with major institutions such as the Château de Versailles - which will also take part in the aforementioned collaborations.

According to Simon Nyeck, Chaired Professor of the ESSEC’s Savoir-Faire d’Exception Chair, *“The sustainability of artisanal expertise is now a critical issue for luxury houses. The objective of the Chair is to train managers to learn how to remain faithful to their heritage and culture while also embracing modernity; this, all to be done while also innovating and constantly reinterpreting in order to advance.”*

ESSEC’s new Savoir-Faire d’Exception Chair as well as the partnership with the Château de Versailles will be part of the Center of Excellence in Luxury, Art & Culture. It is an ecosystem which will regroup the institution’s expertise in this domain including: the LVMH chair; the MBA in International Luxury Brand Management; as well as the executive education modules developed in collaboration with SDA Bocconi. The Center of Excellence will also work in close collaboration with dual degree program offered in partnership with the Ecole du Louvre.

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CHÂTEAU DE VERSAILLES



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ABOUT THE PARTNERS

ABOUT THE CHÂTEAU DE VERSAILLES

The Château de Versailles, which has been on UNESCO's World Heritage List for 30 years, is one of the most beautiful achievements of 18th-century French art. The site began as Louis XIII's hunting lodge before his son Louis XIV transformed and expanded it, moving the court and government of France to Versailles in 1682. Each of the three French kings who lived there until the French Revolution added improvements to make it more beautiful. Each year more than 7 million visitors wander around the Château and more than 10 million roam the paths of the park.

ABOUT CHANEL

At the beginning of the 20th century, CHANEL, the international luxury goods company, was founded in France by Gabrielle Chanel who was a great influence in her era by embodying the spirit of a new generation. She created and imposed a style and became a brand name - known and appreciated worldwide. Today, CHANEL remains dedicated to luxury, fashion, style and image offering a broad range of luxury products, including Ready-to-Wear, leather goods, shoes, accessories and glasses in its 190 fashion boutiques worldwide. CHANEL is also renowned for its Haute Couture collections which are presented in Paris and also travel around the world. The creation of CHANEL fashion is linked to the creative vision of Karl Lagerfeld, the Artistic Director of CHANEL since 1983, as well as an exceptional savoir-faire - a mix of technical skills and craftsmanship. To preserve and sustain certain "Métiers d'art," since 1985 CHANEL has acquired a dozen workshops which have been regrouped under the Paraffection company. The acquisitions include *Desrues*, a costume jeweler and button maker; *Lemarié*, specialized in feather and flower creations; *Maison Michel*, a milliner; *Massaro*, a bootmaker; *Lesage and Montex*, embroiderers; *Goossens*, goldsmith; *Causse*, glove maker; *Lognon*, pleater; and *Paloma*, specialized in confection and finishing. Each workshop maintains a privileged relationship with CHANEL while also continuing to collaborate with many leading luxury brands non-exclusively.

ABOUT THE LVMH GROUP

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes *Moët & Chandon*, *Dom Pérignon*, *Veuve Clicquot Ponsardin*, *Krug*, *Ruinart*, *Mercier*, *Château d'Yquem*, *Domaine du Clos des Lambrays*, *Château Cheval Blanc*, *Hennessy*, *Glenmorangie*, *Ardbeg*, *Wen Jun*, *Belvedere*, *Chandon*, *Cloudy Bay*, *Terrazas de los Andes*, *Cheval des Andes*, *Cape Mentelle*, *Newton et Numanthia*. Its Fashion and Leather Goods division includes *Louis Vuitton*, *Céline*, *Loewe*, *Kenzo*, *Givenchy*, *Thomas Pink*, *Fendi*, *Emilio Pucci*, *Donna Karan*, *Marc Jacobs*, *Berluti*, *Nicholas Kirkwood* and *Loro Piana*. 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 as well as in other activities through *DFS*, *Sephora*, *Le Bon Marché*, *la Samaritaine* and *Royal Van Lent*. LVMH's Watches and Jewelry division comprises *Bulgari*, *TAG Heuer*, *Chauvet*, *Dior Watches*, *Zenith*, *Fred*, *Hublot* and *De Beers Diamond Jewelers Ltd*, a joint venture created with the world's leading diamond group.



ABOUT DOM PÉRIGNON VINTAGES: THE POWER OF CREATION

The Dom Pérignon Chef de Cave demonstrates an unwavering commitment to each vintage: each of which is an act of creation. The singularity of Dom Pérignon Champagne comes from the precision and the unique expertise of the Chef de Cave. Each vintage undergoes three “Plenitudes”, which are testament to the incredible, constantly evolving talents of Chef de Cave Richard Geoffroy.

ABOUT VAN CLEEF & ARPELS

Founded in Paris at 22 Place Vendôme in 1906, Van Cleef & Arpels came into being following Estelle Arpels’ marriage to Alfred Van Cleef in 1895. Over the decades, the excellence of the High Jewelry Maison established its reputation across the world. Its emblematic signatures – such as the Alhambra® motif, the Zip necklace or the Mystery Set™ technique – its selection of Pierres de Caractère™, exceptional gems that instill an emotion, and the savoir-faire of its Mains d’Or™, the virtuoso craftsmen of Van Cleef & Arpels’ workshops, have given birth to jewelry and watchmaking collections redolent of dreams and enchantment. Today, Van Cleef & Arpels is committed to preserve High Jewelry and High Watchmaking crafts and support their development on a daily basis. Whether inspired by nature, couture, dance or the imagination, it offers the world a gateway to a timeless universe of beauty and harmony.

ABOUT ESSEC BUSINESS SCHOOL

ESSEC, founded in 1907, is one of the world’s top management schools. With 4,880 students; a faculty comprised of 142 full-time professors, 18 of which are emeritus professors, in France and Singapore, recognized for both the quality and influence of their research; a wide range of management training programs; partnerships with the world’s best universities; and a network of 47,000 alumni, ESSEC continues to foster a tradition of academic excellence and a spirit of openness in the fields of economics, social sciences and innovation. In 2005, ESSEC opened a campus in Asia. ESSEC’s operations in Asia Pacific, strategically located in Singapore, present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region. For any additional information, please visit www.essec.edu or www.essec.edu/asia.

