

BASELWORLD

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LVMH CONFIRMS ITS PARTICIPATION FOR BASELWORLD 2020

**Bulgari, Hublot, TAG Heuer and Zenith will exhibit at Baselworld 2020.
Collaboration on concept for 2021 and beyond.**

BASEL, SWITZERLAND, 25 April 2019 – The LVMH Group has confirmed its participation for Baselworld 2020 within the current framework for its Bulgari, Hublot, TAG Heuer and Zenith brands. For 2021 and the following years, Baselworld is collaborating with the Group and its brands on new presentation concepts and formats.

“We are delighted to be cooperating with LVMH and the Bulgari, Hublot, TAG Heuer and Zenith brands again in 2020 and jointly shaping the future of Baselworld,” says Michel Loris-Melikoff, Managing Director of Baselworld. Baselworld will support each LVMH brand in the design of innovative exhibition formats for their presence in 2021 and beyond. The purpose of these new formats is to let each house express its creativity and provide an outstanding brand immersion.

“This is a creative and completely open process with no constraints or thought restrictions, that we are tackling together,” says Michel Loris-Melikoff. “Our concept for the Experience Platform is precisely that: enabling brands to flexibly present themselves to their various target audiences.”

“A common decision was reached today, together with Bulgari, Hublot, TAG Heuer and Zenith, to confirm our presence in Baselworld in 2020. We support Michel Loris-Melikoff and his team in their project to redefine and renew the concept of this major event for the Swiss watch industry,” says Stéphane Bianchi, CEO of the LVMH Watchmaking Division and CEO of TAG Heuer. “Our discussions and the changes that will be implemented will allow us to reassess our future involvement after the next edition.”

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