



## Gold Standard

LVMH Moët Hennessy Louis Vuitton's Olympics campaign has won a gold medal.

The world's biggest luxury group was awarded the Luxury Grand Prix at the 2025 Cannes Lions advertising festival for its 360-degree activation developed as premium partner of the Paris 2024 Olympic and Paralympic Games, it said on Friday.

Faced with a ban on advertising in competition areas, LVMH found creative ways to promote its 150 million euro sponsorship of the world's biggest sporting event.

Louis Vuitton created trunks for the medals and torches, as well as the trays used in medal ceremonies, and was featured in a

segment of the opening ceremony. Chaumet designed medals, Berluti outfitted Team France, and Dior dressed performers in the opening and closing ceremonies including Celine Dion, Lady Gaga and Aya Nakamura.

Sephora animated the torch relay and Moët Hennessy, the official Champagne supplier, celebrated victories in all the dedicated celebration spaces. LVMH also designed and produced the uniforms for medal presenters.

LVMH worked with Havas Play and Havas Paris for creative execution, Publicis for media and press strategy, and Auditoire for the design of the Maison LVMH pavilion in Paris.

The Luxury Lion, renamed

after launching last year as the Luxury and Lifestyle category, is one of 30 Lions Awards handed out at the festival, billed as the world's largest gathering of the advertising and creative communications industry.

The jury was headed by Mathilde Delhoume-Debreu, global brand officer at LVMH, and included South African designer Thebe Magugu, Brazilian designer Naya Violeta and Kenya Hunt, editor in chief of Elle U.K., alongside a host of ad executives.

The award aims to highlight creative campaigns that "not only honor brand heritage but also embrace the future by leveraging digital innovation and addressing the changing values of new consumer demographics,"

organizers said.

LVMH-owned Loewe won last year for its stop-motion animation film featuring its collaboration with Japanese ceramics studio Suna Fujita.

"This Grand Prix is an immense joy for all our teams and maisons," said Antoine Arnault, LVMH's head of communication, image and environment and unofficial Mr. Olympics. "One year later, we are just as proud. We are thrilled to have showcased France through our craftsmanship and contributed to creating unforgettable memories of an adventure that captivated the entire world." — JOELLE DIDERICH

Chaumet's 13th workshop head Benoit Verhulst holding the gold Olympic medal designed by the French jeweler.

