# LE CADRE ARTELIS





# Welcome to LOUIS VUITTON

**Introduction**

We are thrilled to share something truly groundbreaking with you: The “LV FRAME”, a product we believe will redefine the luxury market  and bring incredible value to Louis Vuitton.



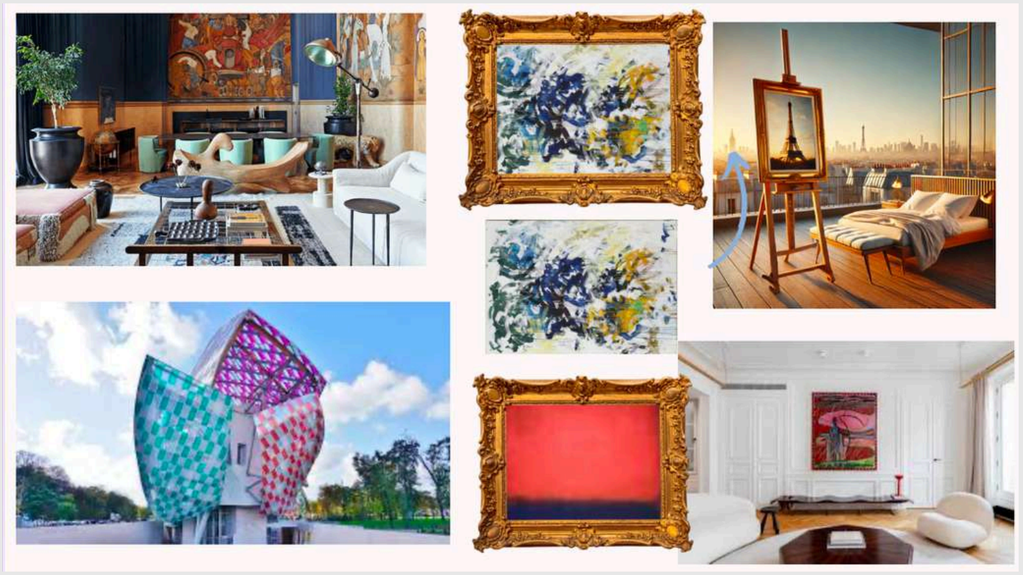







# INTRODUCING

This innovative frame features a rotational mechanism that allows it to display multiple artworks or mirrors, creating a dynamic and semaphoric effect. Crafted from premium materials, including sustainable wood, embossed leather, precious metals, and gemstones, it is both a utilitarian object and an heirloom-quality art piece.






# THE FRAME

The structure of the frame will be made out of wood and then covered up with leather. The different types of leathers that we will be using are the same leathers that we are already mastering for all our maroquinerie products including bags and accessories. Limited to 30 pieces per variation, with five gemstone-inlaid editions, each frame embodies the rarity and exclusivity that Louis Vuitton is known for.


MOOD BOARD
CAFE DE FRANCE
MONACO
METEORE
Freshly
Freshly
Freshly












# MOOD BOARD







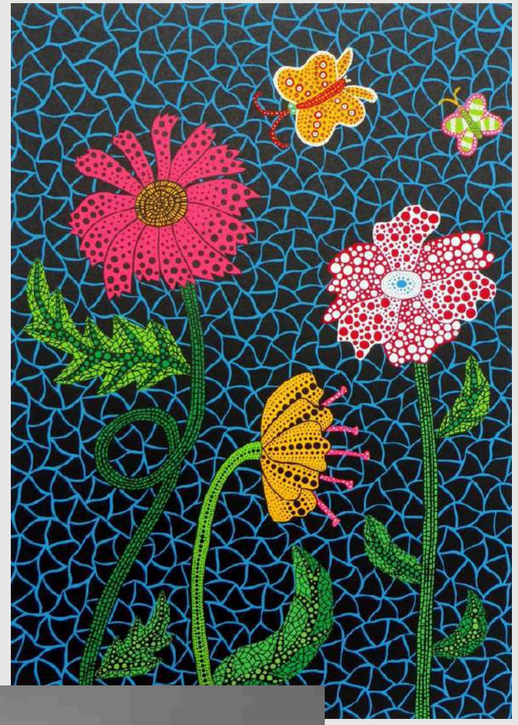







# OUR COLLOBRATIONS

# Yayoi Kusama



We are going to produce a LV FRAME for each season. We think she is the best fit for winter because winter doesn’t have to be depressing but colourful. We provide winter fun again with the color “pois” in the white background like snow.



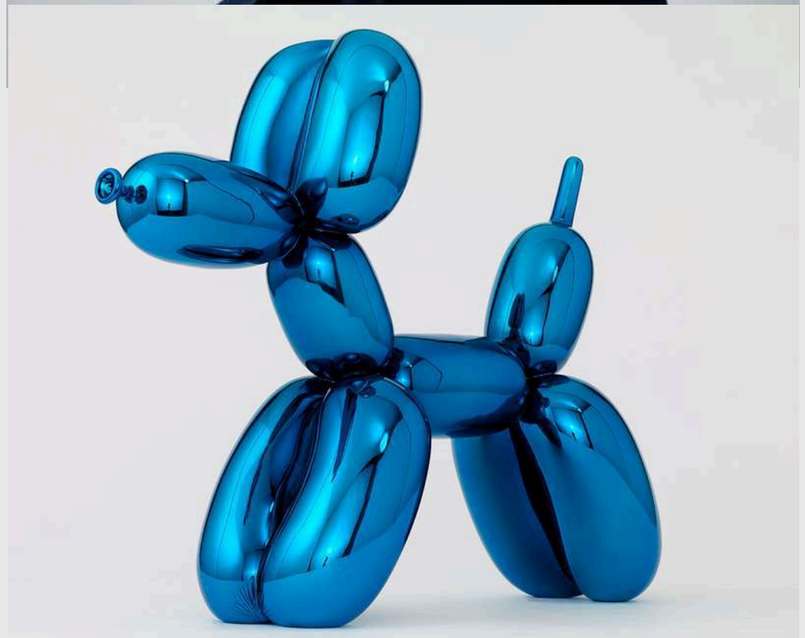





# Jeff Koons

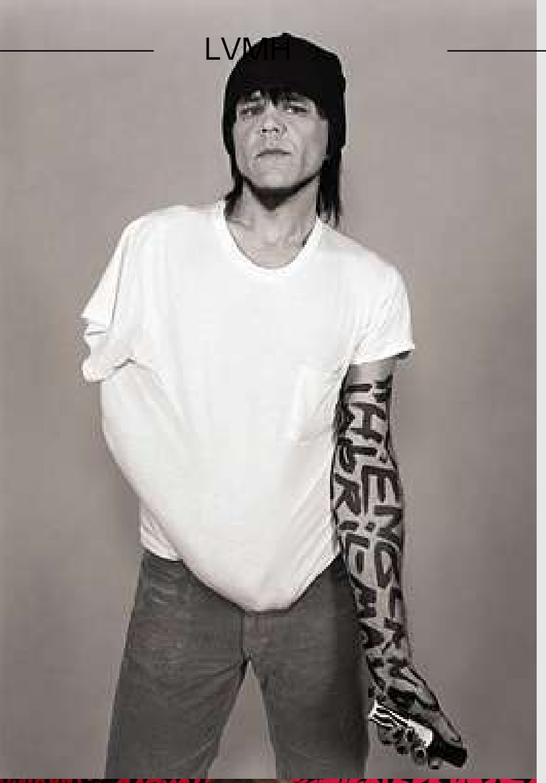
He is an exclusive artist who creates new art while using the history’s most famous art works. That means that he has a vision, creating new art starting from the past. We want to see his works on our new “FRAME”. Now it could be the last chance to have Jeff Koons in your house.











# Stephen Sprouse

He was a bad boy in Paris street. He represents color and rebelliousness on his way. We miss his works in the streets and for the first time we could bring his style into home décor. It was a huge success and honour to worked with him in the past.

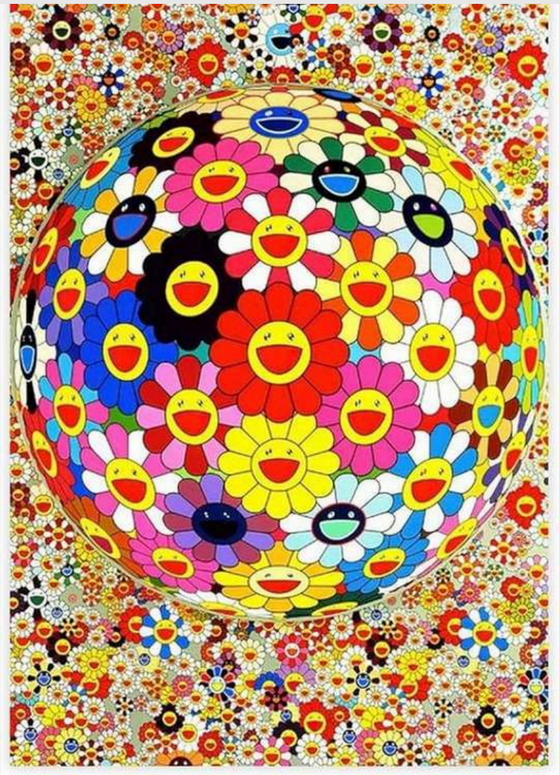




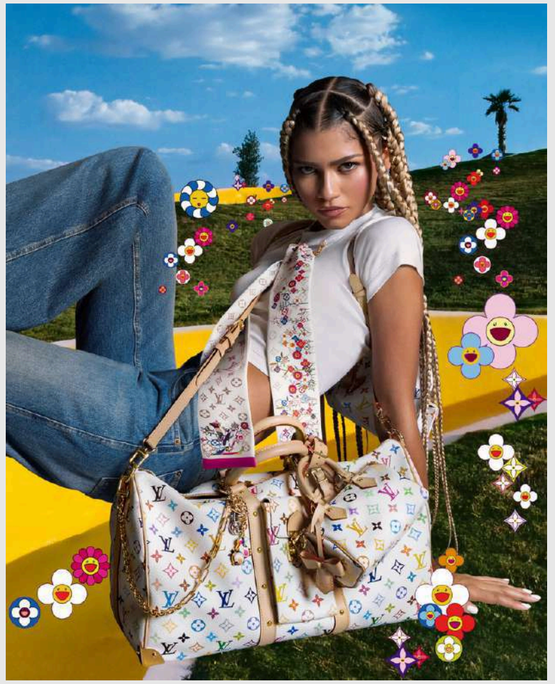


# Takashi Murakami

Murakami understands the LV community and he not only added his designs, but also managed to appeal to the audience with his own style by adding color to the LV logo. Now when we mentioned his name the colourful LV logo comes to our minds. As a new collaboration is just starting with him it is a great timing to include him in our Objets Nomades Collection.

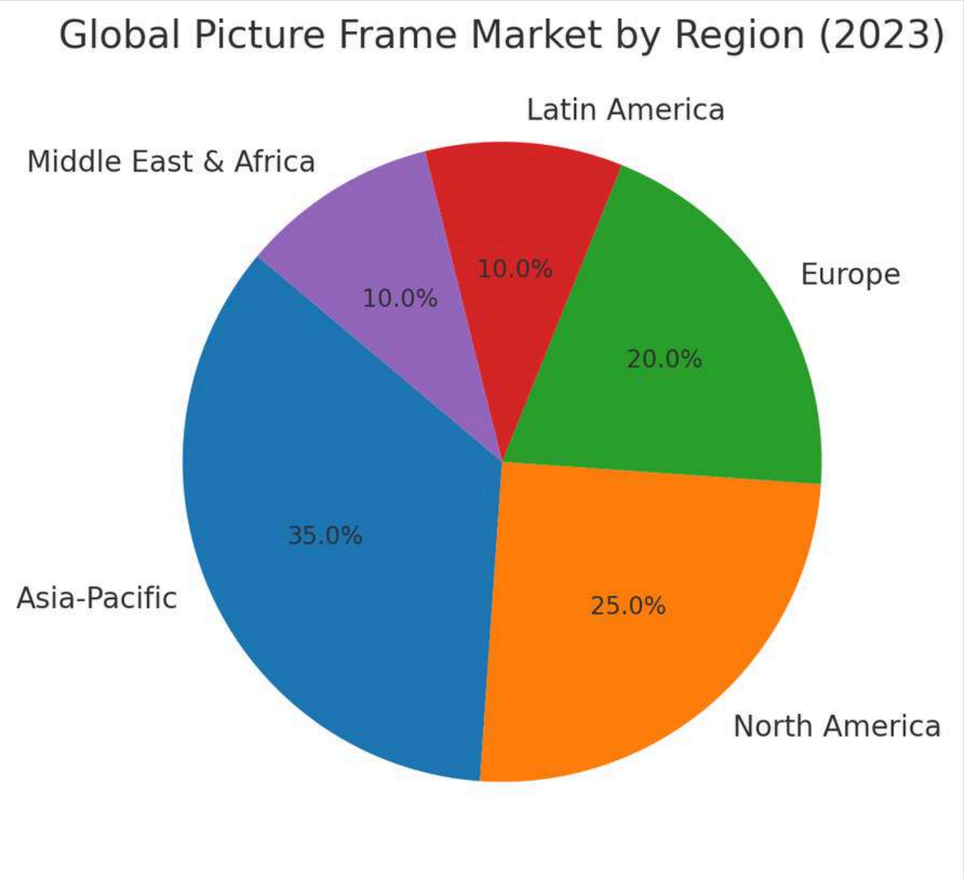




# MARKET SIZE

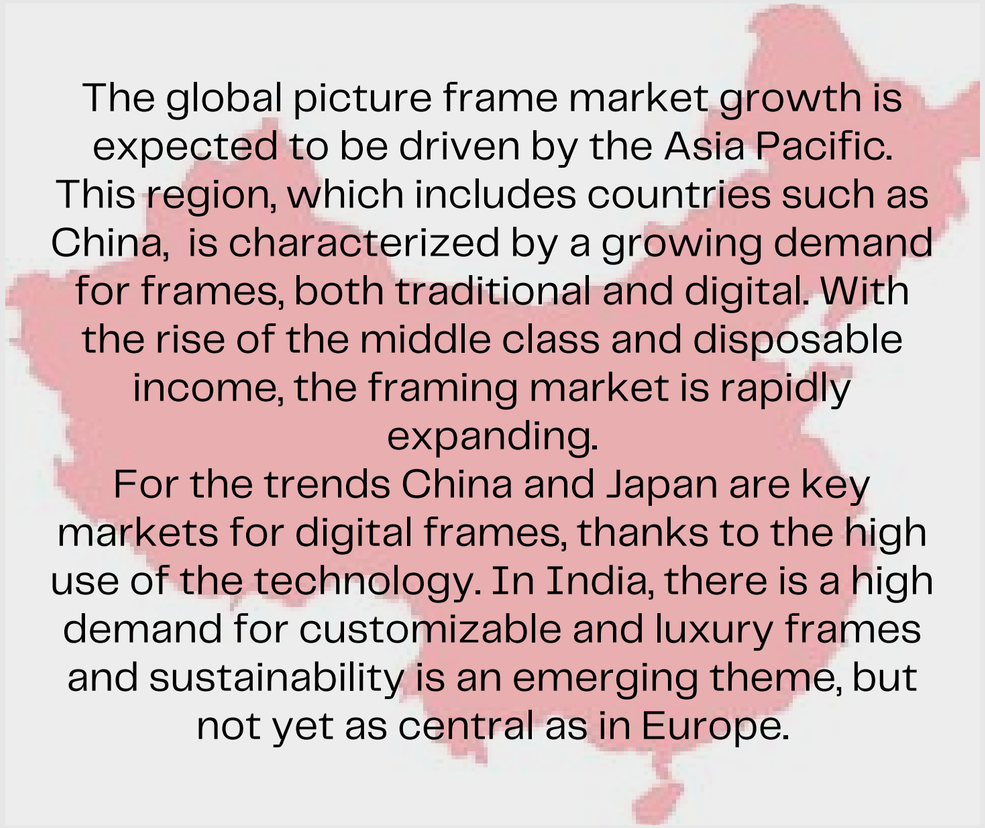
The frame market is growing rapidly in these recent years. The analysis is going from 2021 until 2032. The value of the market in 2023 was 9.33 billion dollars and it can expand up to 15.20 billion dollars by 2032 with a compound annual growth rate of roughly 5% between 2024 and 2032. We can affirm that the size of the market is actually really big, with any kind of frame: photo frames, art frames and digitized frames. Frames get different by materials, cost and utility and the tendency nowadays is digitizing this market and going more on a sustainable offer.



# REGIONAL ANALYSIS AND TRENDS




The Europe region is projected to exhibit the highest rate of growth in the Picture Frame Market. In fact it is one of the most important markets for frames focusing mostly on quality and design. European consumers often prefer frames made from natural and recycled materials, and there is a growing demand for personalized and luxury products.



The global picture frame market growth is expected to be driven by the Asia Pacific. This region, which includes countries such as China,  is characterized by a growing demand for frames, both traditional and digital. With the rise of the middle class and disposable income, the framing market is rapidly expanding.
For the trends China and Japan are key markets for digital frames, thanks to the high use of the technology. In India, there is a high demand for customizable and luxury frames and sustainability is an emerging theme, but not yet as central as in Europe.

LVMH

# TARGET FRANCE: 425,110 potential customers

**Population Overview:**

• Net Worth Distribution: Based on INSEE data from 2021, approximately **5%** of the French population (**3.42** million individuals) have a net worth exceeding €1 million.

• Median Net Worth of Top 5%: ~€1.2 million, indicating ample capacity for discretionary spending.

**Refining the Target:**

Interest in Art and Design:

• According to market studies, about **20%** of affluent individuals show active interest in art and design. Applying this percentage to the 5% we get the following: 3,418,500×0.2= **683,700** individuals.

**Art Collectors and Frame Users:**

• Approximately **30%** of those interested in art are likely to own paintings or collect art that may require luxury frames: 683,700×0.3= **205,110 individuals.**

**Corporate Buyers:**

• France offers tax exemptions for art purchases under certain conditions, increasing corporate interest in art as an asset. Approximately **5%** of companies (based on INSEE business statistics) are likely candidates:

▪ Eligible companies: 4,400,000×0.05= **220,000.**

**Total French Target: Combining individuals and corporate buyers**
**205,110+220,000= 425,110 potential customers in France.**

LVMH

# TARGET CHINA 4,010,000 potential customers

**Number of Millionaires:**
As of 2023, China is home to approximately **6.2 million** millionaires, each with a net worth exceeding one million USD. Target individuals should have a net worth between $750,000 and $1,500,000.

**Interest in Art and Design:**
Approximately 30% of Chinese millionaires are active art collectors, according to market insights. Applying this percentage to the total number of millionaires: 6,200,000×0.30= 1**,860,000 individuals.**

**Art Acquisition by Corporations:**
Many Chinese corporations invest in art for prestige and as an asset. Assuming **5%** of the top-tier companies engage in such purchases:
o Total registered companies in China: approximately 43 million.
o Eligible companies: 43,000,000×0.05= **2,150,000 corporate buyers**.

**Total Addressable Market in China**
- **Individual Collectors: Approximately 1,860,000.**
- **Corporate Buyers: Approximately 2,150,000.**
- **Combined Potential Customers: 1,860,000+2,150,000= 4,010,000potential customers.**

# DIRECT COMPETITORS

LARSON·JUHL



BEAUTY THAT INSPIRES, QUALITY THAT LASTS.

SPECİALİZED ART-FRAMİNG COMPANİES

- **LARSON-JUHL**
- **FRAMEBRİDGE**
- **ELİ WİLNER & COMPANY**
- **ART TO FRAMES**
- **CUSTOM FRAMİNG AT MİCHAELS**

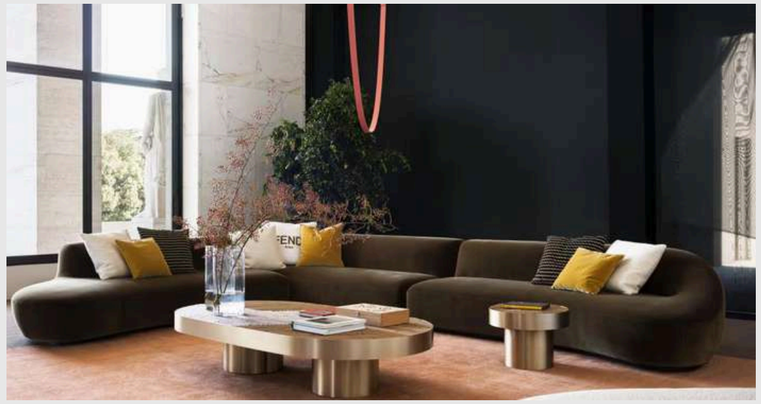





ArtToFrames



# INDIRECT COMPETITORS



LUXURY HOME DECOR BRANDS

- **GUCCİ DÉCOR**
- **HERMÈS MAİSON**
- **FENDİ CASA**
- **RALPH LAUREN HOME**
- **BACCARAT HOME COLLECTİON**









# ENVIRONMENTAL COMPETITORS




MUSEUM AND GALLERY COLLABORATİONS

- **THE MET STORE**
- **TATE SHOP**
- **MOMA DESİGN STORE**
- **NATİONAL GALLERY LONDON**
- **VİCTORİA & ALBERT MUSEUM (V&A)**







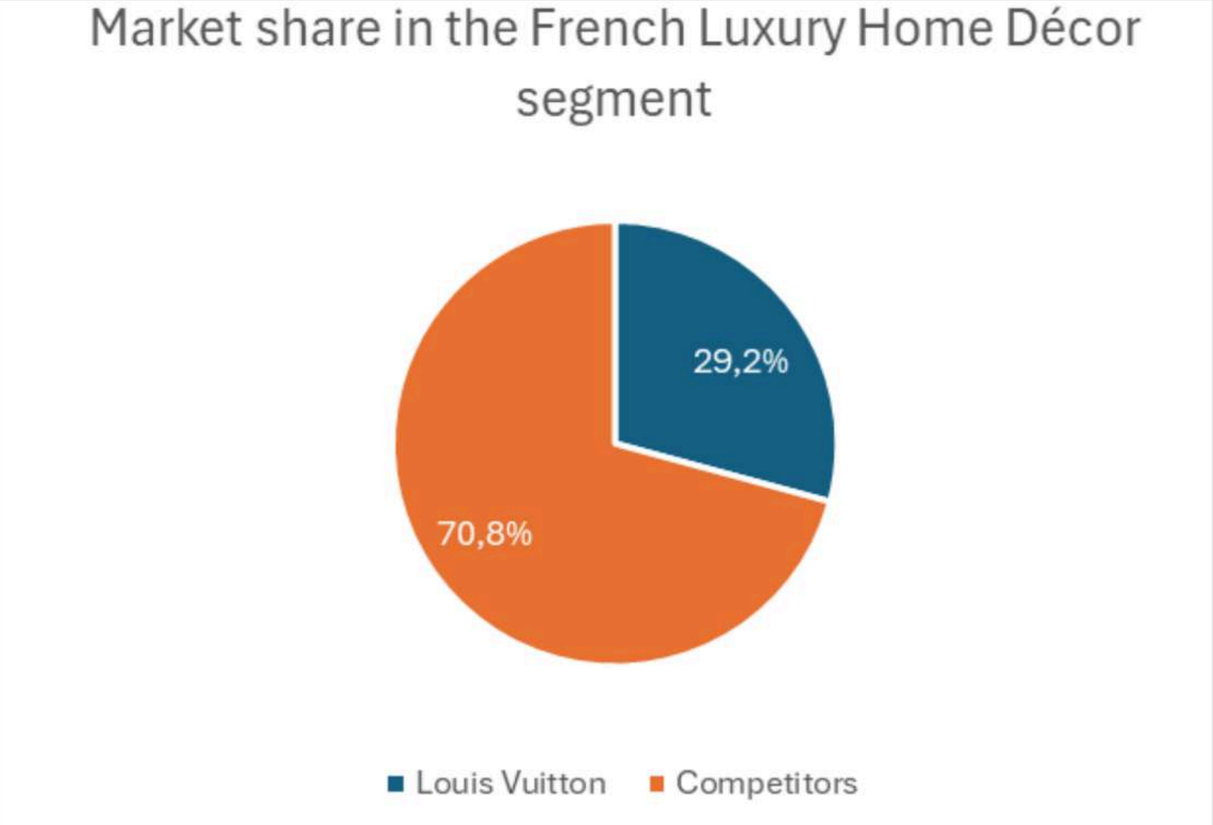



# MARKET PENETRATION

Considering that the Global Home Decor Market Size is USD 697.91 billion in 2023 and that the Global Luxury Home Decor Segment is USD 54.06 billion in 2023, we can apply the same proportion (7.7%) to the French Home Décor Market Size.

Considering that luxury brands typically allocate around 2-5% of total revenue to home decor products, we can safely assume that 3% of Louis Vuitton's revenue is from home décor.

Our calculations show an impressive market share of 29,2% for Louis Vuitton in the French Luxury Home Décor segment. This market share is in line with Louis Vuitton's global market share for luxury products in 2023.



# THE LAUNCH

These frames, positioned as the epitome of functional luxury, will debut during the Met Gala 2025 with the presentation of the summer frame. The launches of the frames will be made by positioning a mirror inside of them to create a semiophoric effect and boost our visibility thanks to the celebrity's selfies.

The events that we selected don't represent a big cost for us as LVMH is already sponsoring them.

Also the Fondation Louis Vuitton will be hosting some promoting events.

A part from this, it will be possibile to buy the rotating frame also in the main flagship stores of Paris like the one in Champs Elysées or the Pont Neuf boutique as well as on the Objets Nomades section website.



# MET GALA MAY 2025

**Collaborative Sponsorships:** Additional product placement or celebrity endorsement with the mirror selfies.













# FORMULA 1 MARCH 2025

**On-Site Branding:** Integrating LV into F1 races with product placement or hospitality







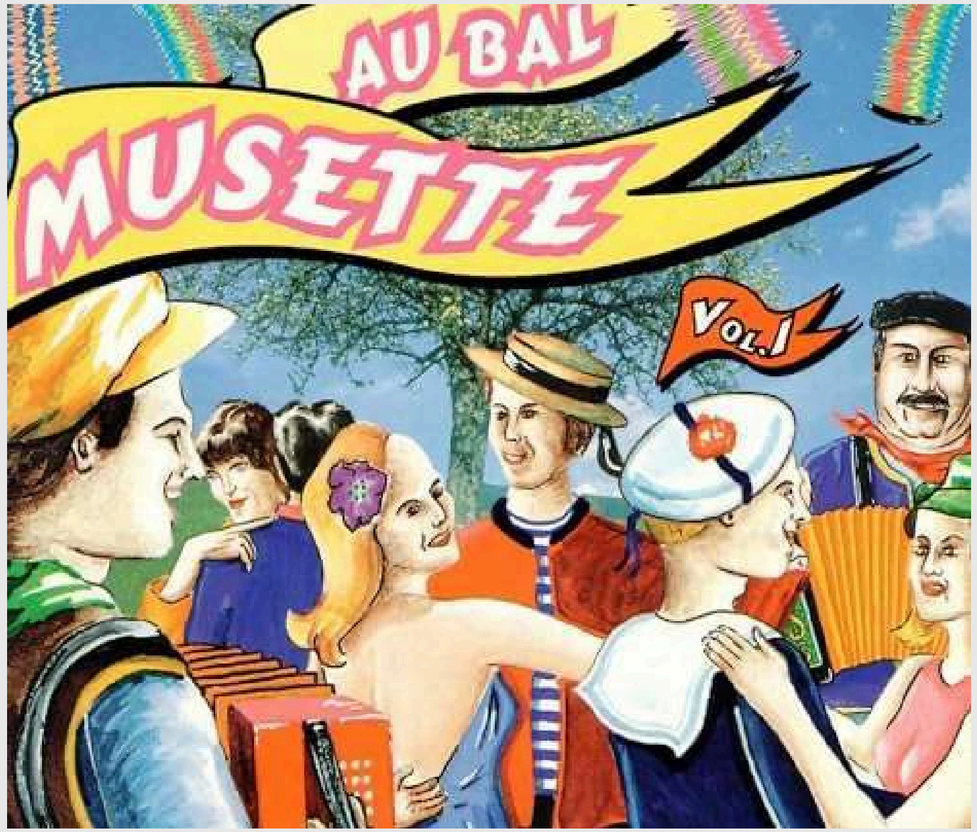






# LE BAL MUSETTE SEPTEMBER 2025

Special Louis Vuitton clients, prominent artists exhibiting at the foundation, and key figures from the company will be invited to the event. Additionally, influencers and celebrities will also be part of the guest list. The evening will feature a "Bal Musette", complete with catering and live bands to create a lively and engaging atmosphere.

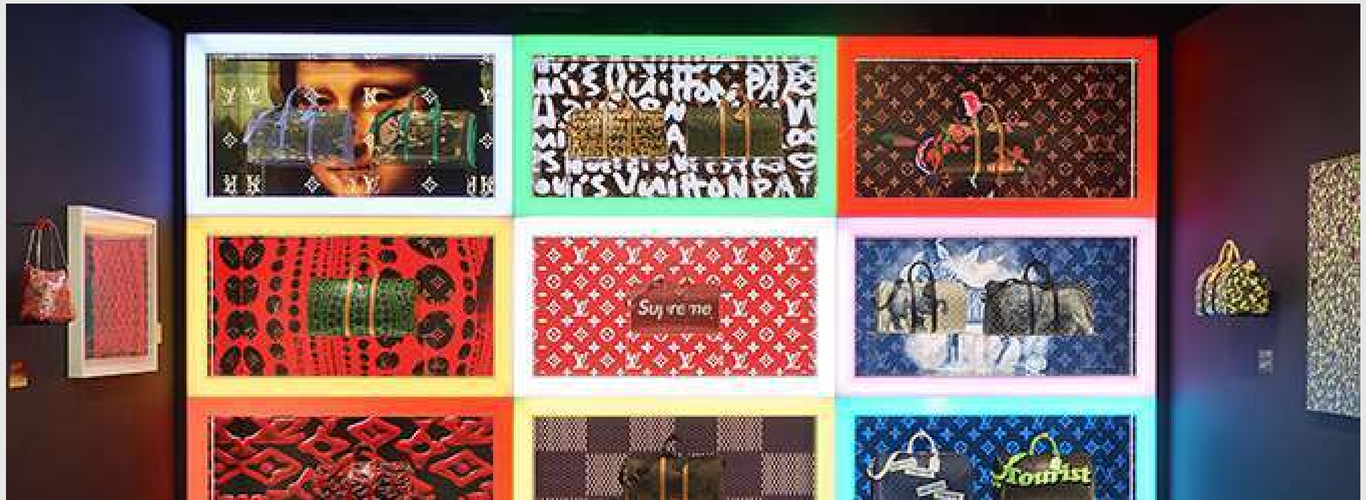



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# LV DREAM

Louis Vuitton’s LV Dream is more than an exhibition; it is a cultural destination celebrating over 160 years of artistic innovation and collaboration. Opened in December 2022 at the historic site of Paris’ first department store, La Belle Jardinière, LV Dream weaves together history, creativity, and commerce in a dynamic showcase. Visitors are invited to explore nine interactive rooms that chronicle Louis Vuitton’s legacy of collaborations with artists, architects, and designers, including names like Yayoi Kusama, Jeff Koons, and Rei Kawakubo. The interesting part is that purchases can be done.






# TOTAL COSTS: €4,073,104.40

**LABOR (VARİABLE):**
19,200 (TOTAL NUMBER OF HOURS WORKED) × €38,46 (HOURLY SALARY) + 19,200×€15,38 (HOURLY SOCİAL CHARGES) = **€1,033,804.80**

**ROYALTİES (VARİABLE):**
ASSUMİNG A 15% ROYALTY ON THE RESPECTİVE REVENUES FOR EACH ONE OF THE 4 ARTİSTS İNVOLVED, THE TOTAL COST OF ROYALTİES AMOUNTS TO **€990,000** FOR THE PROJECT İN OUR BASE CASE SCENARİO.

**MATERİALS (VARİABLE):**

- LEATHER: AVERAGE €333,33 PER FRAME, TOTALİNG **€39,999.60**
- WOOD: AVERAGE €850 PER FRAME, TOTALİNG **€102,000.**
- METALS: TOTALİNG **€146,900.**
- GEMS: SPECİFİC TO 20 FRAMES, VARYİNG BY TYPE, TOTALİNG **€310,000.**

**PACKAGİNG AND SHİPPİNG (VARİABLE):**
- THE AVERAGE COST PER FRAME İS €200, TOTALİNG **€24,000** FOR 120 FRAMES.

**FİXED COSTS:**
- PROTOTYPİNG: **€20,000.**
- TRAİNİNG COURSE: **€3,200.**
- ENGİNEERİNG: **€3,200.**
- ARTİST SALARİES: €200,000×4= **€800,000**
- LAUNCH AND COMMUNİCATİON: **€500,000.**
- MARKET TESTİNG: **€100,000.**



# NET PROFIT: €1,895,171.70

**THE REVENUE STRUCTURE İS BASED ON SELLİNG:**

- 100 FRAMES AT €50,000 EACH: 100×€50,000=€5,000,000.
- 20 FRAMES AT €80,000 EACH: 20×€80,000=€1,600,000.20
- TOTAL REVENUE: €5,000,000+€1,600,000=**€6,600,000.**




**GROSS PROFİT (PRE-TAX):**

TOTAL REVENUE – TOTAL COSTS= €6,600,000 - €4,073,104.40= **€2,526,895.60**

**NET PROFİT**

AFTER APPLYİNG THE FRENCH CORPORATE TAX RATE OF 25%, WE GET A NET PROFİT OF **€1,895,171.70**.

**THE ROI FOR THE PROJECT FOR OUR BASE CASE SCENARİO İS 46.5%.**

# THANK YOU