

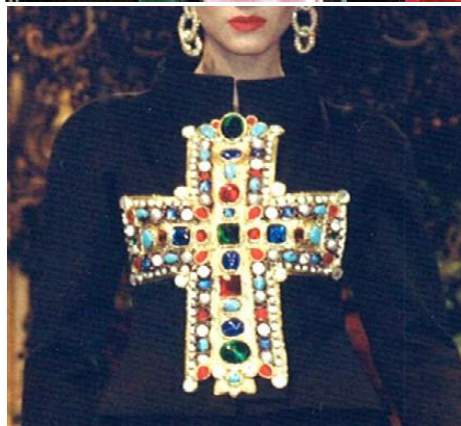
Christian Lacroix

Christian Lacroix: The Brand

Ever since the creation of the couture house in 1987, Christian Lacroix style is unique, exuberant, colorful and baroque. From their inception, Christian Lacroix's creations have been coveted and embraced by many great international fashion editors and stars. Mr Lacroix has given the Couture House 22 years of unrivalled creations.

Today, the House of Christian Lacroix conserves a heritage of unparalleled richness.

Working alongside CEO Nicolas Topiol and leading the House in an evolving creative direction: Sacha Walckhoff, Mr Lacroix's design assistant from 1992 to 2009, and the creative director of the successful "Bazar by Christian Lacroix" line. Sacha Walckhoff continues to play a crucial role in building the brand and has succeeded in all positions of fashion from concept to design. Successively a stylist, ready-to-wear, studio director, consultant and "right hand man" of Mr Lacroix, Sacha Walckhoff is pivotal in leading the House of Christian Lacroix towards commercial success.



A Timeless Brand

The Christian Lacroix brand subsists through timeless values. The House of Christian Lacroix is identified throughout its history and today by these images, convictions and concepts:

- Paris
- Haute Couture
- Richness of Colors
- Provence
- Mix and match
- Liturgy
- Hispanism
- Graphic prints
- Art of Singularity
- Attentiveness to detail
- Broad-Mindedness
- Modernism
- Avant-garde
- Baroque
- Sumptuous

The result is a fabulously richly entwined universe which can be continually reinterpreted, re-mixed and illuminated. A fundamentally contemporary and dynamic brand



Chic



Discovery

Curious



Original



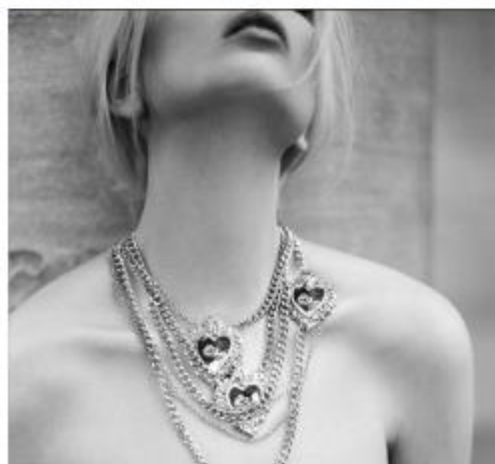
Unique



Cosmopolitan



Cultured

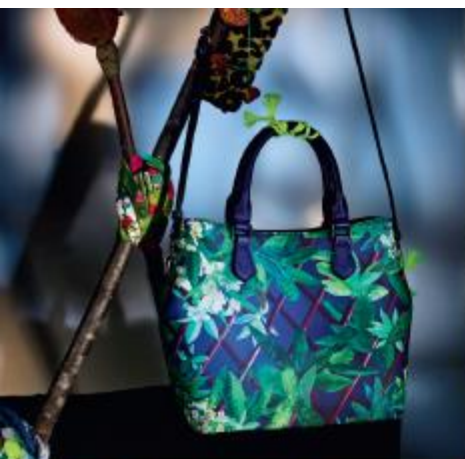


Creative



Sophisticated





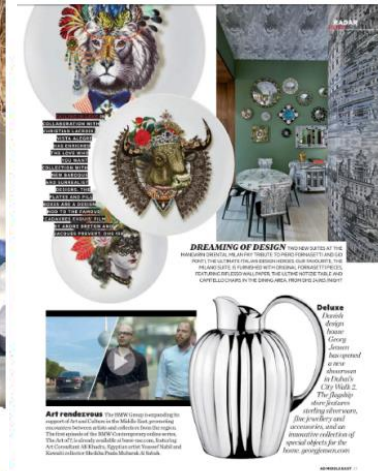
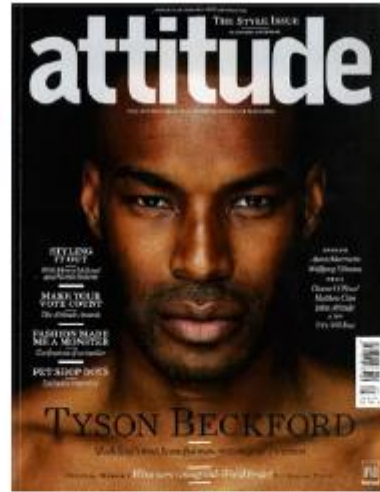




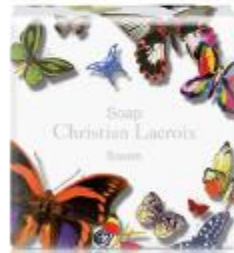
Star Appeal



WORLDWIDE APPEAL AND BRAND AWARENESS



Butterfly range



Paseo range



Paseo range



Paseo and Butterfly bottle & tube combinations



Incarnation range



Christian Lacroix



Over 5500 Christian Lacroix points of sale worldwide

Christian Lacroix stores

The Christian Lacroix Boutique on Place Saint Sulpice provides a showcase of the whole universe of products offered by the Christian Lacroix brand.

This « Mix and Match » world incarnates all of the possibilities of the House of Christian Lacroix and shows its creative strength as well as all of the cross-product current and future opportunities.

FRANCE

Christian Lacroix
2-4 place Saint Sulpice
75006 Paris

Christian Lacroix
52 rue de la République
13200 Arles

ARGENTINA

Christian Lacroix
10 stores in Buenos Aires

KOREA

Christian Lacroix
Hyundai Departement Store
At Pangyo 2F, Seongman City,
Korea



Christian Lacroix

PRINTEMPS

HARVEY NICHOLS

Fenwick

 kaubamaja


LIBERTY
LONDON

LE
BON
MARCHÉ
RIVE GAUCHE

Lafayette

FRANCK ET FILS
PARIS

Harrods

de Bijenkorf 

El Corte Inglés

Lane Crawford


Illums Bolighus

SELFRIDGES & CO

Neiman Marcus

SAKS
FIFTH
AVENUE

I I V M
TAUMHUBER

ISETAN

 MITSUKOSHI

Peter's
OF KENSINGTON

NORDSTROM

HEAL'S
GRACIOUS HOME
NEW YORK


SEIBU

Fred Segal
SANTA MONICA

ANTHROPOLOGIE

MoMA

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LIFE • STYLE • LIVING

The Frick
Collection

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T O K Y O

B O Y D S
P H I L A D E L P H I A

GUMPS
SAN FRANCISCO

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artelum
ART IS YOURS

BEYMEN

KaDeWe
BERLIN

 The Metropolitan
Museum of Art

bloomingdales

GLOBUS

Indigo


AÉROPORTS DE PARIS

laRinascente

DUTY FREE
DFA
AMERICAS

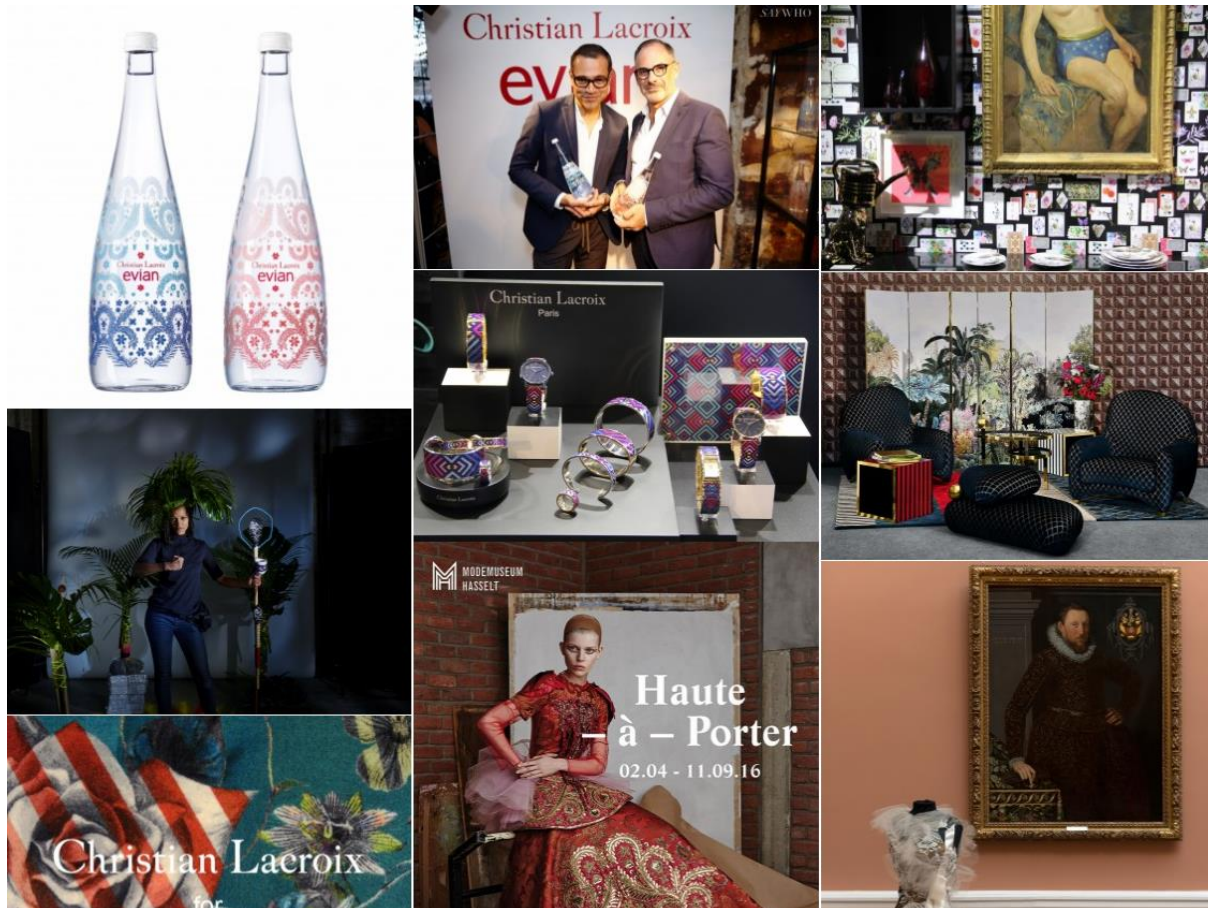
LE BHV / MARAIS

FORTNUM & MASON
PICCADILLY SINCE 1707

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Positioning

Christian Lacroix is highly appreciated because of the timeless values. This results in a fabulous and richly entwined universe, which can be continually reinterpreted, re-mixed and illuminated.



Christian Lacroix consumer:

- Multi generational
- Cosmopolitans that love to travel the world
- Open minded
- Creative but sophisticated
- Intelligent, educated, prosperous
- Upper middle class