



# LVMH launches new luxury fashion house with Rihanna

LVMH, the world's largest luxury group, has announced the launch of a new Paris-based luxury fashion house, developed by Robyn Rihanna Fenty.



[By Sigma: Fenty Beauty by Rihanna. CC BY 3.0](#)

The new luxury maison, named Fenty, is centered on Rihanna, developed by her, and takes shape with her vision in terms of ready to wear, shoes and accessories, including commerciality and communication of the brand.

Rihanna's Fenty fashion line will become part of the luxury giant's brand stable, and the superstar will present her first collection for the French company on 22 May in Paris.

According to [The New York Times](#), Rihanna will become the first woman to create an original brand at LVMH and the first woman of colour at the top of an LVMH maison.

[BoF](#) notes that Fenty Maison is the first fashion brand launched from scratch by LVMH since Christian Lacroix was founded in 1987.

"Everybody knows Rihanna as a wonderful singer, but through our partnership at Fenty Beauty, I discovered a true entrepreneur, a real CEO and a terrific leader. She naturally finds her full place within LVMH. To support Rihanna to start up the Fenty Maison, we have built a talented and multicultural team supported by the Group resources. I am proud that LVMH is leading this venture and wish it will be a great success," said Bernard Arnault, chairman and CEO of LVMH.



Beyoncé teams up with Adidas in "partnership of a lifetime"

8 Apr 2019



Rihanna commented, "Designing a line like this with LVMH is an incredibly special moment for us. Mr Arnault has given me a unique opportunity to develop a fashion house in the luxury sector, with no artistic limits. I couldn't imagine a better partner both creatively and business-wise, and I'm ready for the world to see what we have built together."

For more, visit: <https://www.bizcommunity.com>