



## LICENSES

Christian Lacroix is one of France's most famous Haute Couture designers. After studying at the Sorbonne and at L'École du Louvre he opened in 1987 his own haute couture house in partnership with Bernard Arnault (LMMH/ Louis Vuitton, Tag Heuer, Fendi, Tiffany etc).

At a time when fashion was focused on simplicity, Christian Lacroix chose mix and match. When black became the standard, he opted for blood red, fuchsia pink and bright yellow. His unmistakable style of vibrant colour patterns, experimental fabrics and historical references are still the core creative thread running through the brands designs and it's continuously evolving style.

From their inception Christian Lacroix's creations have been coveted and embraced by many great international fashion editors and stars (such as Beyonce, Lady Gaga, Cate Blanchet, Cindy Crawford, , Jennifer Lopez, Madonna a.o..

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 is Sascha Walkhoff, Mr. Lacroix's designs assistant from 1992 to 2009.



CXL by Christian Lacroix



**Christian Lacroix and CXL are distinct brands with different product ambitions.**

CXL translates Christian Lacroix's core values to target a broader audience with a diversified category offering.

CXL embraces the legacy and spirit of its prestigious heritage in Christian Lacroix.

### FRENCH LIFESTYLE

CXL follows trends with its own unique vision of it. CXL products are designed for day to day use in the singular sector of luxury French contemporary, serving all areas of the market from homeware to women, men, children wear and many kinds of accessories. French style of effortless chic!

### CXL by Christian Lacroix

is for Trend Seekers that are sensitive to quality to price ratio (value).

Looking for urban chic and purposeful brands of sophisticated elegance. French luxury with modern and colourful details.

CXL offers a new take on simple essentials.

Licensing Agency:

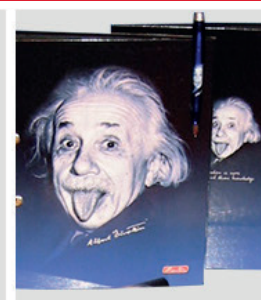
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VERY IMPORTANT PROPERTIES



## LICENSE TO SUCCEED

To further support the licensing program, V.I.P. initiated a museum exhibition of old and new Fabergé pieces that travelled around the most reputable museums creating a greater awareness of the brand and of the new range of Fabergé-licensed products. As a welcome benefit, the prestigious products licensed by V.I.P. improved the positioning of Unilever's Fabergé body-care products significantly. Another milestone success was the licensing program for the NFL National Football League which V.I.P. started in the German speaking markets at a time when even the German Bundesliga had no proper licensing in place and American Football was virtually unknown in Germany.

V.I.P. is known for its **good relationships with both, licensees and licensors**. For a total of over thirteen years V.I.P. was the longest serving agent for James Bond 007 and represents The Beatles for Apple Corps Ltd. even longer. Due to its strong ties to most advertising agencies V.I.P. has also become a leader in the testimonial business by introducing celebrities for use in advertising and promotions.

V.I.P. has a comprehensive vision that offers a complete service to licensors and licensees at every step.

**V.I.P.'s home court, the German Speaking Territory** with over 100 million consumers, represents the strongest market in the European Community and is the gateway to Eastern Europe. During its years of successful licensing of top properties, V.I.P. has also developed close ties with many other leading licensing agents in other key markets, enabling V.I.P. to introduce and supervise viable licensing programs that cover all of Europe.

In addition, V.I.P. co-operates with a small number of specialized law firms in registering and protecting trademarks and intellectual properties to establish and safeguard a solid base for long-term business.

**The V.I.P. team proves its expertise** continuously by contributing articles to the major trade press and holding seminars for potential target groups. V.I.P.'s Chief Executive Officer, Sir Michael A. Lou (an MBA and former investment banker) has become a popular figure in the German media because of his activities and innovative methods of promoting and marketing licensed properties. Television, radio, public and trade press regularly report on the success of V.I.P. Sir Michael has taught at various universities, high schools and academies and is the co-founder of ELMA European License Marketing & Merchandising Association and its first President, re-elected for a total term of ten years. He is also the author of the chapter on licensing in the German speaking countries of the International Edition of the LIMA Guide to Licensing which was published in 2014, updated in 2016 and has also been published in Chinese.

### V. I. P. focuses on licensing:

- Celebrities and legends for products, advertising and endorsements
- Prestigious trademarks for strategic brand transfer concepts
- Popular and luxury sports and events
- Classic children characters and emerging properties