

**UNVEILING A SPECIAL EDITION
CHEVAL BLANC ST-BARTH LADIES' TIMEPIECE BY DIOR**

**THE TWO EXCEPTIONAL MAISONS CONCEIVE A PRECIOUS TIMEPIECE REFLECTING
THEIR REFINED SAVOIR-FAIRE AND COMMITMENT TO CRAFTSMANSHIP**



Paris, February 2016 - The Cheval Blanc collection continues its legendary dedication to craftsmanship and exclusivity with a second venture into the world of couture timekeeping. In 2014, Cheval Blanc Randheli teamed with Hublot to release the men's Oceanographic 4000 Cheval Blanc Randheli Series timepiece, reflecting the idyllic image of the Maldivian Maison and the sophisticated artisanship of the two iconic brands.

Now, for the first time, Dior and Cheval Blanc St-Barth Isle de France partner in the creation of a reimagined Dior VIII collection timepiece echoing the aesthetic identity of the Caribbean Maison.

TASTE OF TRADITION

Of timeless elegance, the Dior VIII timepiece collection channels Christian Dior’s iconic superstitions – and his lucky number – as it reminds of the creation date of the Dior couture house on October 8th, 1946, the name of his first collection “En Huit” and the legendary 8th arrondissement, home to the famed couture House. This deep-rooted history seamlessly reflects Cheval Blanc’s respect for tradition and commitment to French savoir-faire.

DIOR’S TRIBUTE TO CHEVAL BLANC

Boldly embodying the signature blush pink of Cheval Blanc St-Barth Isle de France, the Dior VIII white ceramic watches is embellished with a delicate halo of sparkling pink sapphires – a color once described by Christian Dior as reflecting “happiness” and “femininity”.

At the center of the automatic movement, an oscillating weight is adorned with a unique taupe-colored lacquer – a homage to the signature hue of the Cheval Blanc collection.

Finally, the two distinguished brands come together on the reverse side with the engraved logo and monogram of Cheval Blanc. The stunning special edition piece truly reflects the refined alliance of the classical spirit of Dior and the discreet exclusivity of the Caribbean Maison.

The 8 piece limited edition will be exclusively available at Cheval Blanc St-Barth Isle de France.

- Ends -

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Cheval Blanc St-Barth Isle de France

Cheval Blanc St-Barth Isle de France is the third Maison in the Cheval Blanc portfolio. On Baie des Flamands – one of the island’s finest beaches – it is home to 40 suites, bungalows and villas offering breathtaking panoramic ocean views, or leading onto lush tropical gardens. Delicious dining awaits guests at *La Case de l’Isle*, an island hotspot serving exquisite locally-inspired French cuisine, at *La Cabane de l’Isle* – the feet-in-the-sand beach restaurant, and at the stylish poolside *White Bar*. Guerlain treatments – the first in the Caribbean – can be enjoyed in the four treatment rooms or outdoor pavilion for two at the Cheval Blanc Spa.

The Maison’s design, by Osborn Interiors, encapsulates the charm of the French West Indies, with a nod to the island’s glamorous heritage. The Cheval Blanc team offers a highly personalised ‘Art de Recevoir’ service, continuously ensuring guests are surprised and delighted with new experiences perfect for couples, groups of friends and families.

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LVMH Hotel Management

Cheval Blanc is the luxury hospitality brand developed by LVMH Hotel Management, a specialist entity of the LVMH Group. The group began with the 36-room Cheval Blanc Courchevel, followed by Cheval Blanc Randheli which opened in the Maldives in November 2013 and Cheval Blanc St-Barth Isle de France which joined the portfolio in October 2014. Other confirmed projects include *la Samaritaine* in Paris and Oman. LVMH Hotel Management also operates *White 1921 Courchevel* and *White 1921 Saint-Tropez* under the *White 1921* brand, and *La Résidence de la Pinède* located in the legendary Riviera village.

LVMH Hotel Management has complete ownership of the brand; its direction, design, service and management, led by its own, dedicated in-house team. This team of specialists, selected from across the luxury goods and hospitality industries, demonstrates the brand’s commitment to providing guests with a carefully crafted and exclusive experience.

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