Prior notification of a concentration

(Case M.9695 – LVMH/Tiffany)

(Text with EEA relevance)

(2020/C 321/05)

1. On 21 September 2020, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— LVMH Moët Hennessy Louis Vuitton SE (France),

— Tiffany & Co. (USA).

LVMH Moët Hennessy Louis Vuitton SE acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Tiffany & Co.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for LVMH Moët Hennessy Louis Vuitton SE: active worldwide in the manufacture and supply of luxury goods through a portfolio of 75 brands in the following areas: (i) wines and spirits; (ii) fashion and leather goods; (iii) perfumes and cosmetics; (iv) watches and jewellery; and (v) selective retailing,

— for Tiffany & Co.: active worldwide in the design, production, and distribution of luxury jewellery, and associated products.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.9695 — LVMH/Tiffany

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').