



ATLANTIS THE ROYAL WELCOMES LOUIS VUITTON'S ICONIC MASCOT VIVIENNE FOR AN UNFORGETTABLE VACATION TO CELEBRATE THE RESORT'S ONE YEAR ANNIVERSARY

From Paris to Dubai, the emblematic mascot for Louis Vuitton is reborn as six larger-than-life Vivienne sculptures and two giant inflatables.

DUBAI, United Arab Emirates – Louis Vuitton and Atlantis The Royal have joined forces in a unique collaboration to celebrate the first anniversary of the world's most ultra-luxury experiential resort. To mark Atlantis The Royal's milestone birthday, Louis Vuitton's iconic Vivienne mascot has travelled from Paris to Dubai to join the celebrations and embark on her most joyous travel experience yet.

First making her world debut in October 2017 as a collectable figurine, this February, Vivienne has been reborn as six larger-than-life statues positioned around Atlantis The Royal, each with their own personality and story. At three meters tall and specially crafted in Dubai using a combination of traditional and modern craftsmanship techniques, each Vivienne invites guests to open portals to new horizons, where unforgettable visions of fantasy and play come alive via a thrilling AR experience. Plus, guests can admire two 10-metre tall inflatable Viviennes located at the entrance of the ultra-luxury resort and on top of estiatorio Milos.

In a nod to Louis Vuitton's heritage as luxury trunk makers and its know-how in the art of luxury travel, the six Viviennes depict the playful character experiencing the resort on the ultimate vacation. From the elegant and cosmopolitan Jetsetter Vivienne, who is never without their Pharrell Williams X Louis Vuitton sunglasses, to the curious and playful Roller Vivienne snapping a photo or three next to Droplets in the lavish lobby. Guests can even spot a relaxed Sailor Vivienne, who loves to simply float through each day in the resort's famous fire and water fountain Skyblaze; each Vivienne brings a surprise and delight moment to all corners of the resort.



As guests explore Atlantis The Royal, they can also delve into the world of Vivienne via a digital map that will reveal the location of the Vivienne sculptures across the resort. Once a Vivienne is located, an animated marker will appear on the map.

Perfectly blending the digital with the physical, Louis Vuitton and Atlantis The Royal have also dreamed up a limited edition collection of 18 trunk stickers to celebrate the resort's first birthday. Guests will be gifted one collectable sticker for each night's stay until 31st May 2024, creating unforgettable memories.

Hanan Eissa, Vice President, Marketing & Public Relations at Atlantis Dubai said, *"The whole idea started with Vivienne, who is essentially an iconic and emblematic mascot for Louis Vuitton. Vivienne embodies liveliness, fun, and all the craftsmanship of the Maison. Whilst Vivienne's adventures have taken them surfing, flying in a Monogram balloon, and into the world of jewellery, Louis Vuitton never really played with Vivienne on a large scale before, so this is where we started"*.

The collaboration began following the opening of Louis Vuitton at Atlantis The Royal in November 2023. As their first resort store in the Middle East, the two brands found harmony in their combined ethos of energising every moment with next-level joy and savoir-faire. Speaking on the collaboration, Timothy Kelly, President of Atlantis comments *"One year ago we brought Beyoncé to help us introduce Atlantis The Royal to the world, so for our first birthday we wanted to steer away from the expectations of holding another event and head towards something a little more surprising. Working closely with the Louis Vuitton team, we've been able to harness the intersection between fashion, art and travel yet again, to create another iconic Atlantis experience, but that this time, we invite the world to come and celebrate along with us"*.

Stays at Atlantis The Royal start from AED 2,315++ including breakfast. To make a reservation atlantistheroyal.com.

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About Atlantis The Royal

The new iconic landmark of Dubai, Atlantis The Royal welcomes guests to an experience that will completely redefine their perspective of luxury. Crafted by the world's leading designers, architects and artists, this is a destination where everything has been designed to challenge the boundaries of imagination. Atlantis The Royal ignites the horizon with a collection of 795 elegant Rooms, Suites and Signature Penthouses. Featuring stunning views of the Dubai skyline and Arabian Sea, 44 of them have private infinity pools. The resort delivers a curated array of awe-inspiring experiences, inviting guests to swim amongst the clouds in sky pools, be dazzled by fountains that breathe fire or dine at more celebrity chef restaurants than anywhere else in the world. Guests are taken on a journey of the impossible, with artful masterpieces, iconic entertainment and beautiful craftsmanship at every turn, where the highest level of service will set a new standard in excellence.

Atlantis The Royal is the place where something incredible happens at every moment.

This is Atlantis The Royal.

This Is It.

<https://www.atlantis.com/atlantis-the-royal>

About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality in the respect of biodiversity. Today, the House remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine "Art of Travel" through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery, and fragrance. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

For further information: www.louisvuitton.com

A propos de Louis Vuitton

Depuis 1854, Louis Vuitton propose des créations uniques, où l'innovation technique s'allie à l'exigence du style en ambitionnant la plus haute qualité dans le respect de la biodiversité. La Maison reste fidèle à l'esprit de Louis, son fondateur et inventeur de l'« Art du voyage ». Ses bagages, sacs et accessoires furent aussi novateurs qu'élégants et ingénieux. Aujourd'hui encore, l'audace dicte l'histoire de Louis Vuitton. Fidèle à son héritage, la Maison a ouvert ses portes aux architectes, artistes ou designers tout en investissant de nouveaux domaines d'expression comme le prêt-à-porter, les souliers, les accessoires, les montres, la joaillerie, ou encore le parfum. Ces produits fabriqués avec grand soin attestent l'engagement de Louis Vuitton pour la haute qualité artisanale.

Pour plus d'informations: www.louisvuitton.com