



Marie CHAMPEY <mchampey@christiandior.com>

to Garance, me ▾

Wed, 21 Aug, 21:35



To the attention of 'The B4Ukraine Coalition':

Dear Sir, dear Madam,

We are writing in response to your letter dated August 15, 2024 (Cf. attached).

We firmly contest that Christian Dior Couture would have continued exporting its products to Russia against the backdrop of international sanctions.

Indeed, in March 2022, Christian Dior Couture confirmed the immediate closure of its boutiques in Russia. Therefore, since that date, it has stopped all commercial activity in Russia. Likewise, all exports to Russia have been stopped.

Although Christian Dior Couture has not engaged in any commercial activity in Russia since 2022, it has persisted in defending its brand against third parties' unauthorized uses and has no intention to leave its trademarks unprotected. Christian Dior Couture's recent trademark applications speak directly to this position, as they are meant to protect the brand from third parties' fraudulent misappropriation and unauthorized use in Russia and in no way indicative of an intention to resume commercial operations in the region.

We hope this answers your query and we remain at your disposal for any further information you would need.

Sincerely yours,

Marie Champey

Group General Counsel

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