# LVMH – South African trademarks

Updated 8 November 2026

LVMH is the world's largest luxury goods group. Its houses include Louis Vuitton, Christian Dior, Moët & Chandon, Hennessy, TAG Heuer and Bulgari, covering fashion and leather goods, perfumes and cosmetics, wines and spirits, and watches and jewellery.

How LVMH has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

**#91**
largest trademark owner in South Africa (of 121,626)

**638**
trademarks filed

**24**
different logos published since 2020

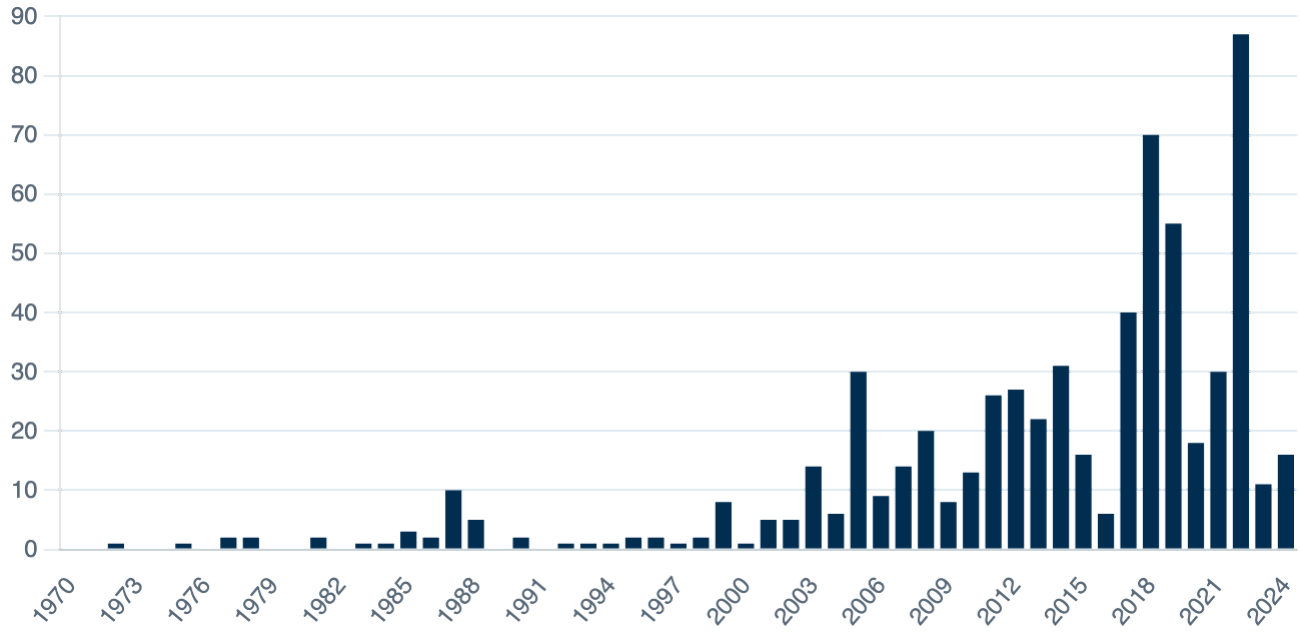
**39**
of 45 classes used

**1947**
first trademark filed

**333**
filed in the last 10 years

## A portfolio built over time

LVMH filed its first South African trademark in 1947 and has filed 638 since; its busiest year was 2022, with 87 new filings. The chart shows its filings per year from 1970.




Trademarks by filing year, up to 2024; applications still pending are not included.

### The names behind the portfolio

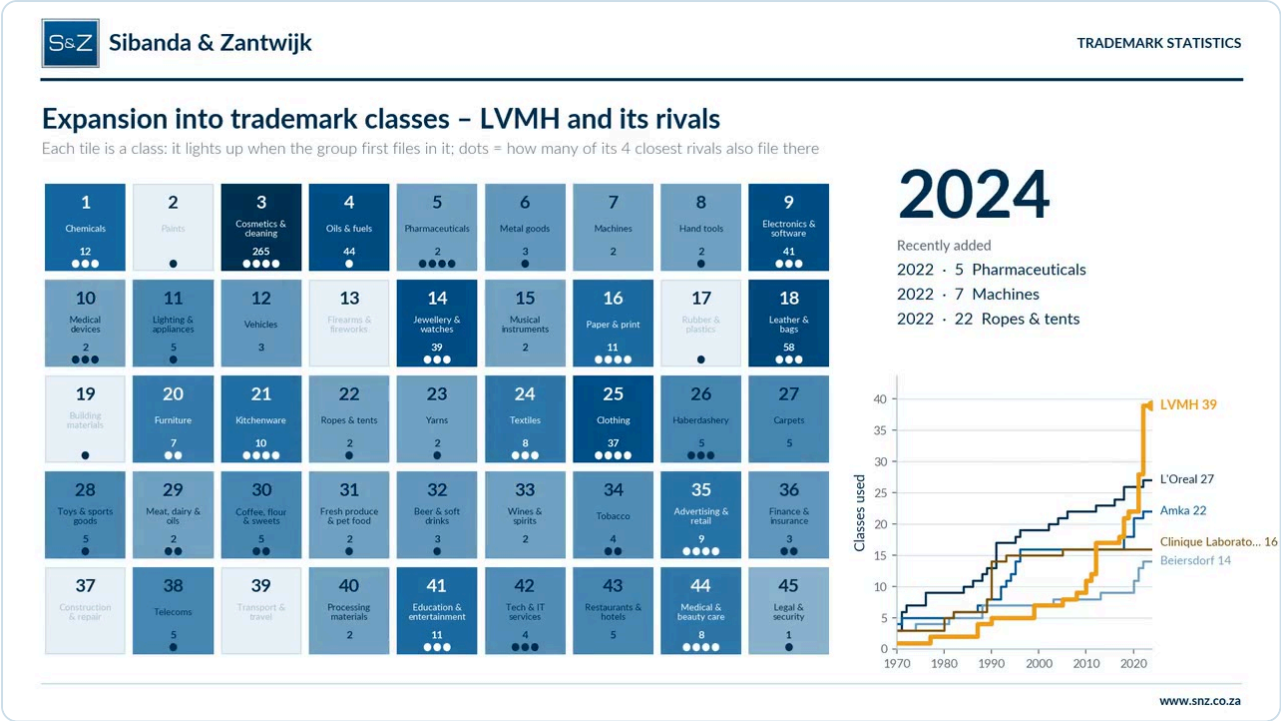
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

| NAME | MARKS | FILING YEARS |
|---|---|---|
| Louis Vuitton Malletier | 368 | 1977–2024 |
| LVMH | 274 | 1947–2024 |
| Louis Vuitton Malletier Societe Par Actions Simplifiee | 7 | 1999–2009 |
| Parfumes Christian Dior | 3 | 1967–2006 |
| Louis Vuitton | 2 | 1985–1985 |

## Where LVMH expanded its business

Trademark classes show what a business sells. LVMH's portfolio is concentrated in cosmetics & cleaning (class 3), leather & bags (class 18), oils & fuels (class 4). Its most recent moves were into coffee, flour & sweets (2022), machines (2022), beer & soft drinks (2022).

## LVMH trademarks: expansion into trademark classes, 1970–2024




Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lvmh-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

| CLASS | MARKS | SHARE | SINCE |
|---|---|---|---|
| 3 Cosmetics & cleaning | 265 | 41.5% | 1947 |
| 18 Leather & bags | 58 | 9.1% | 1977 |
| 4 Oils & fuels | 44 | 6.9% | 2012 |
| 9 Electronics & software | 41 | 6.4% | 1999 |
| 14 Jewellery & watches | 39 | 6.1% | 1999 |
| 25 Clothing | 37 | 5.8% | 1987 |
| 1 Chemicals | 12 | 1.9% | 2005 |
| 16 Paper & print | 11 | 1.7% | 1990 |

## The brands LVMH protects most

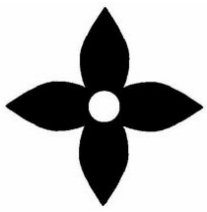
The word marks and logo names LVMH has filed most often – the same brand filed in more classes, in more versions or again over the years.

| # | BRAND | TRADEMARKS | CLASSES | FILED |
|---|---|---|---|---|
| 1 | LV | 96 | 36 | 1977–2022 |
| 2 | LOUIS VUITTON | 23 | 19 | 1977–2022 |
| 3 | LOUIS VUITTON PARIS | 11 | 4 | 2019–2019 |
| 4 | L . VUITTON | 10 | 10 | 2024–2024 |
| 5 | AURA | 7 | 7 | 2019–2019 |
| 6 | LOUIS | 6 | 6 | 2018–2019 |
| 7 | LOUIS VUITTON PACIFIC SERIES | 5 | 5 | 2008–2008 |
| 8 | PACIFIC SERIES | 5 | 5 | 2008–2008 |
| 9 | CHRISTIAN DIOR | 5 | 1 | 1962–1995 |
| 10 | 1854 | 4 | 4 | 2019–2019 |
| 11 | 408 | 4 | 4 | 2018–2018 |
| 12 | CD | 4 | 4 | 2014–2014 |
| 13 | DAMOFLAGE | 4 | 4 | 2023–2023 |
| 14 | LOUIS VUITTON 2054 | 4 | 4 | 2019–2019 |
| 15 | LVM | 4 | 4 | 2018–2018 |

**Logos filed most often (since 2020)**



51 filings · 30 classes



21 filings · 14 classes



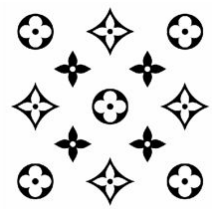
15 filings · 4 classes



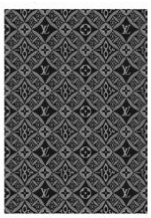
13 filings · 13 classes



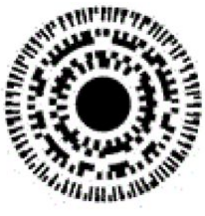

6 filings · 2 classes



4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes



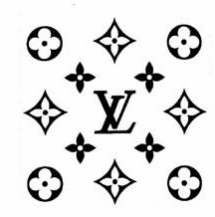
3 filings · 3 classes



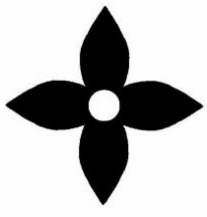

3 filings · 1 class

## LVMH's logos

The 24 different logos LVMH has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



30 classes



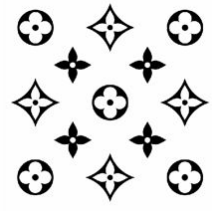
14 classes



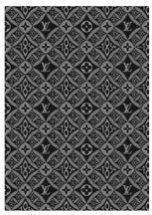
13 classes



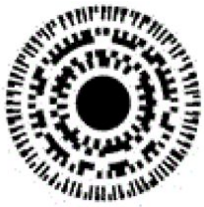
4 classes



4 classes



4 classes



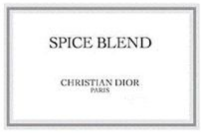
3 classes



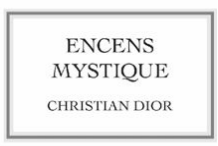
3 classes




2 classes



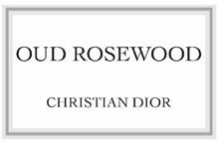

2 classes




2 classes



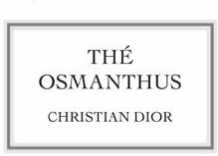

2 classes




2 classes



2 classes



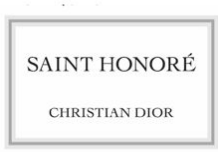

2 classes




1 class



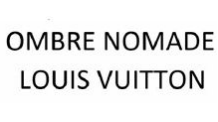

1 class




1 class



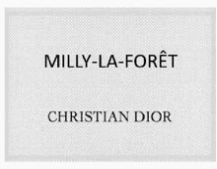

1 class




1 class



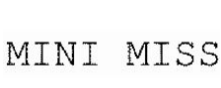

1 class




1 class



1 class

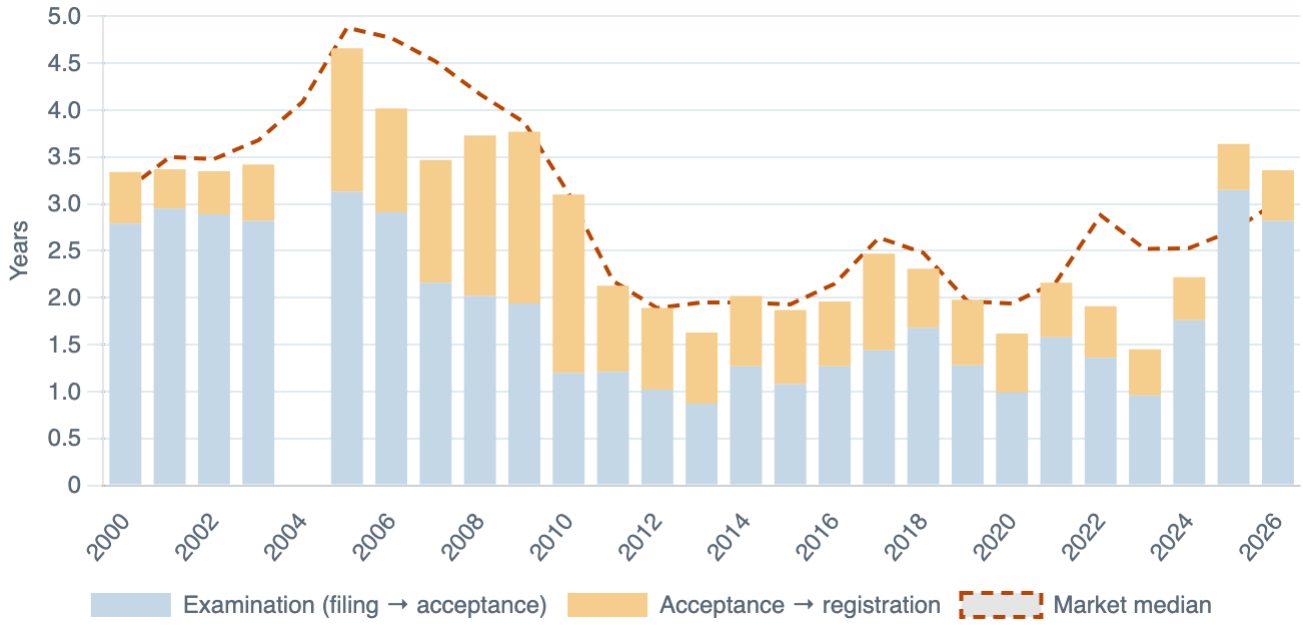



1 class

Full logo list on the online version of this page.

## How quickly its trademarks are registered

Over the last five years, LVMH's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

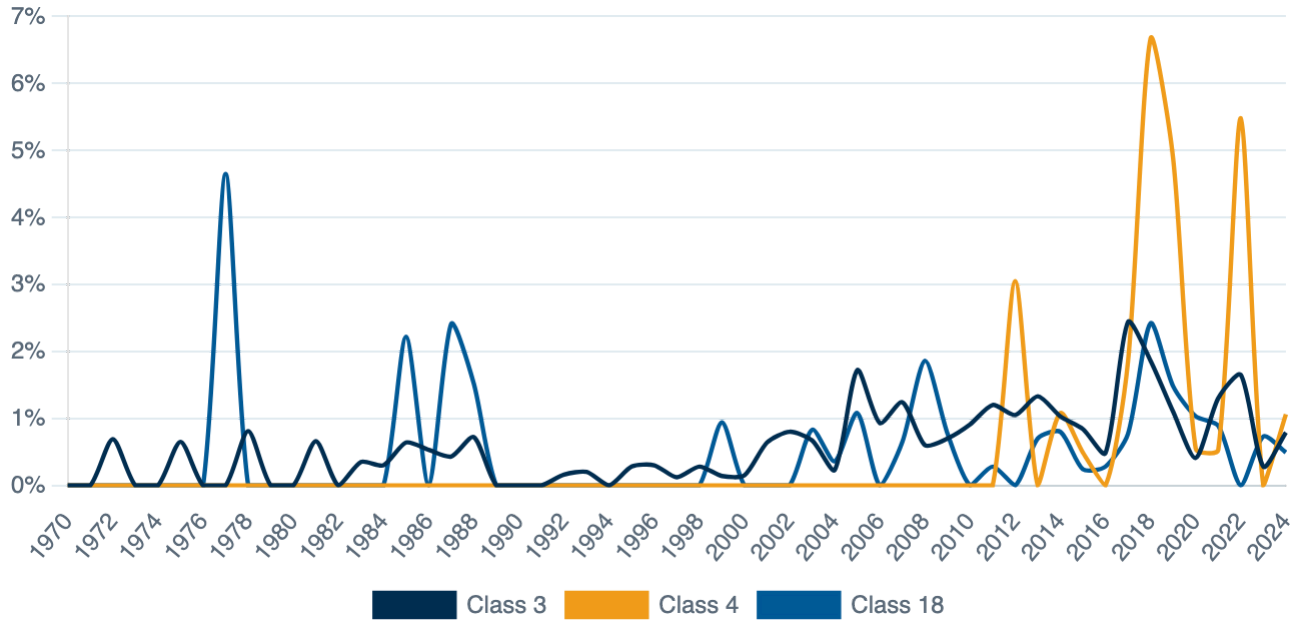



Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

## Who files the most in LVMH's classes

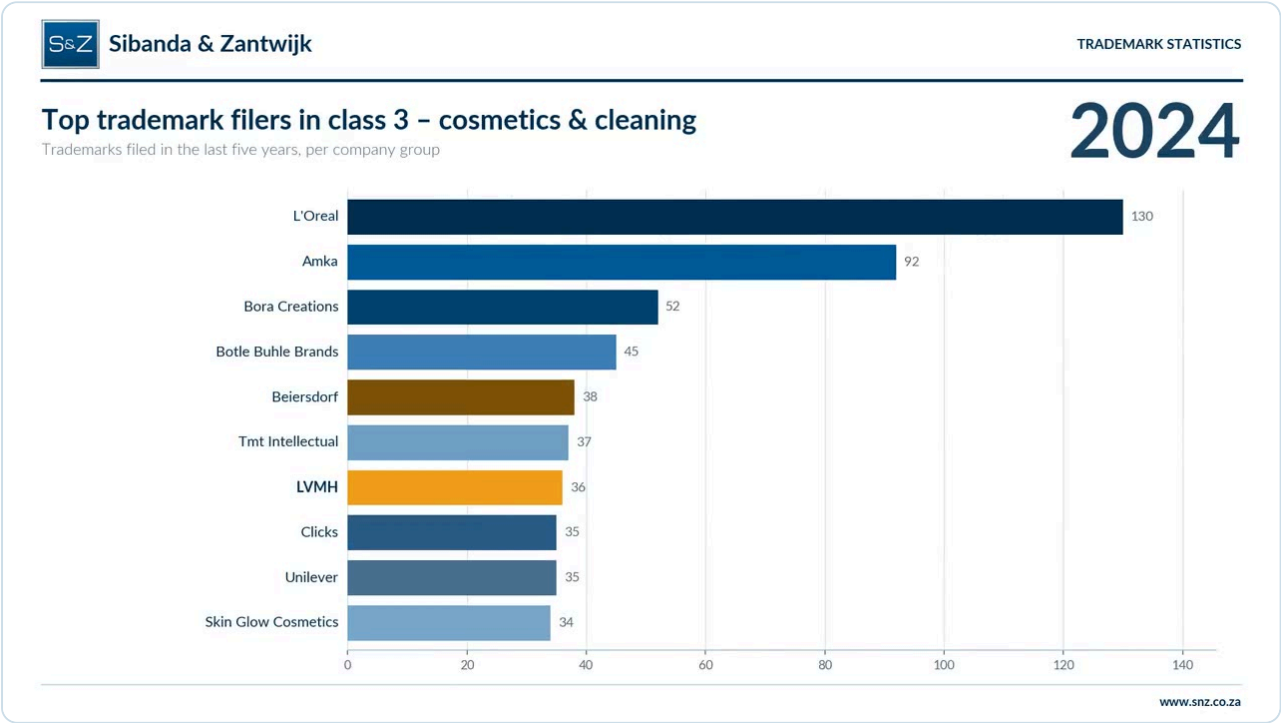
> Ranked by **number of trademarks filed in LVMH's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows LVMH's market position, not who is most like it.

In the last five years, LVMH was **#7** of 1,836 filers in class 3 (cosmetics & cleaning), with 36 of 3,958 trademarks; **#12** of 758 filers in class 18 (leather & bags), with 9 of 1,383 trademarks; **#3** of 419 filers in class 4 (oils & fuels), with 11 of 714 trademarks.




LVMH's share of all trademarks filed in each of its main classes, per filing year.

### Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: LVMH



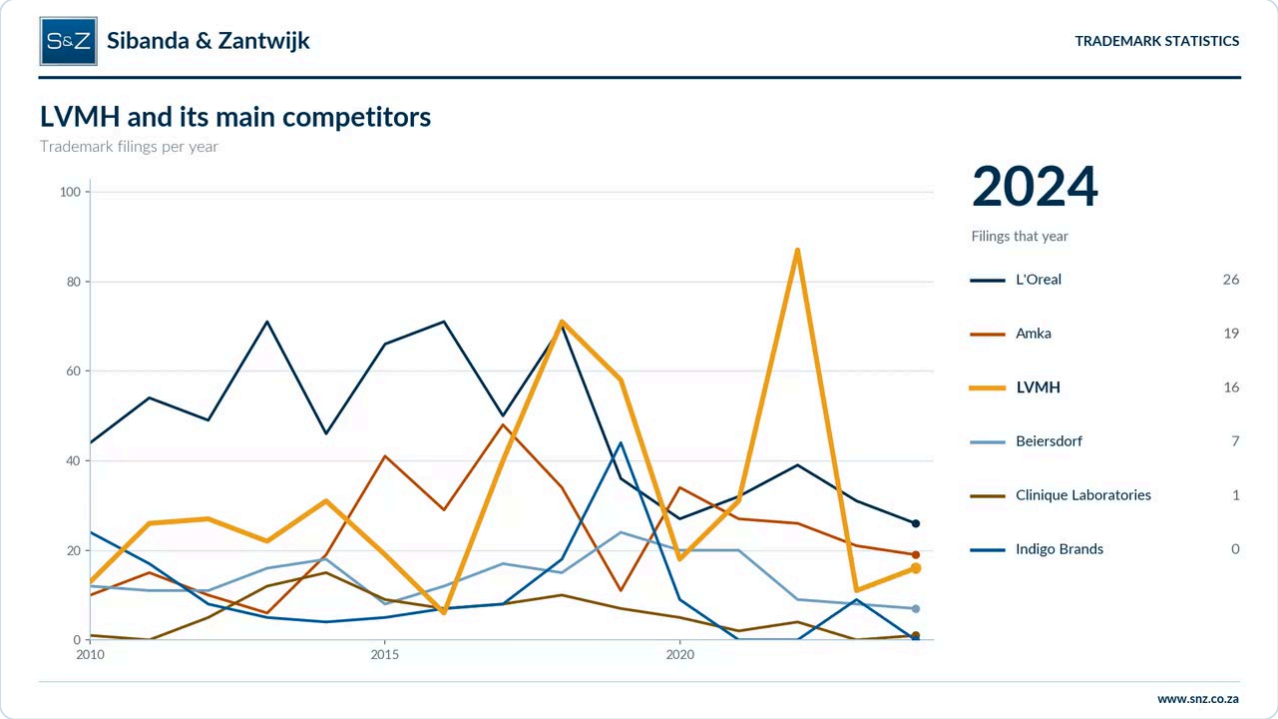

Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lvmh-south-african-trademarks/class-3-race-video.html

## Main competitors – the companies most like LVMH

> Ranked by **how similar their whole trademark portfolio is to LVMH's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

LVMH's closest competitors in South Africa are L'Oreal, Amka, Beiersdorf and Clinique Laboratories.

## LVMH trademarks vs competitors: filings per year, 2010–2024




Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lvmh-south-african-trademarks/competitors-video.html

Trademark filings per year: LVMH (orange) and its five closest competitors.

| # | COMPANY | RELATIONSHIP | SIMILARITY |
|---|---|---|---|
| 1 | L'Oreal | Direct competitor | 87% |
| 2 | Amka | Direct competitor | 74% |
| 3 | Beiersdorf | Direct competitor | 67% |
| 4 | Clinique Laboratories | Direct competitor | 67% |
| 5 | Indigo Brands | Direct competitor | 67% |
| 6 | Bora Creations | Direct competitor | 66% |
| 7 | Avon Products | Direct competitor | 64% |
| 8 | Lion Match Company | Direct competitor | 64% |
| 9 | Unilever | Direct competitor | 63% |
| 10 | Woolworths | Retailer's own brands | 72% |

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

## LVMH – relevant export countries

South Africa exported **US$3.1 billion** of the goods LVMH's main classes cover in the last year – perfumery; perfumes; lotions; cosmetics (class 3); bags; backpacks; wallets; purses (class 18); candles; lighting fuel; wicks; grease (class 4); computer software; sunglasses; cases; computers (class 9); bracelets; watches; necklaces; earrings (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where LVMH's trademarks matter most.

### Worldwide

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | United States of America | 73 | US$271 m | -1% | National | US$3,425 |
| 2 | European Union | 71 | US$110 m | -4% | National | US$2,388 |
| 3 | United Kingdom | 67 | US$31 m | -3% | National | US$1,371 |
| 4 | Japan | 64 | US$14 m | +3% | National | US$1,774 |
| 5 | Türkiye | 61 | US$1.6 m | +13% | National | US$1,258 |
| 6 | Botswana | 61 | US$772 m | -18% | ARIPO | US$450 |
| 7 | Hong Kong SAR | 60 | US$20 m | +5% | National | US$1,715 |
| 8 | Canada | 60 | US$5.9 m | -8% | National | US$2,192 |
| 9 | Singapore | 60 | US$39 m | -1% | National | US$2,144 |
| 10 | Australia | 58 | US$9.3 m | -6% | National | US$2,380 |

### Africa

| # | MARKET | SCORE | SA EXPORTS | IMPORT GROWTH / YR | ROUTE | COST, 5 CLASSES |
|---|---|---|---|---|---|---|
| 1 | Botswana | 61 | US$772 m | -18% | ARIPO | US$450 S&Z |
| 2 | Nigeria | 56 | US$3.4 m | -25% | National | US$1,015 S&Z |
| 3 | Eswatini | 56 | US$263 m | -4% | National | US$446 |
| 4 | Zimbabwe | 56 | US$179 m | +183% | ARIPO | US$450 S&Z |
| 5 | Namibia | 55 | US$159 m | +3% | ARIPO | US$450 S&Z |
| 6 | Lesotho | 55 | US$226 m | -5% | National | US$326 |
| 7 | Tanzania | 54 | US$14 m | -4% | ARIPO | US$450 S&Z |
| 8 | OAPI (17 states) | 54 | US$19 m | -13% | National | US$1,563 S&Z |
| 9 | Egypt | 53 | US$361 k | +18% | National | US$2,278 |
| 10 | Malawi | 53 | US$21 m | +195% | ARIPO | US$450 S&Z |

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

### Protecting its top brands in Nigeria and OAPI with S&Z

| BRAND | CLASSES | NIGERIA | OAPI (17 STATES) |
|---|---|---|---|
| LV | 36 | US$7,308 | US$7,288 |
| LOUIS VUITTON | 19 | US$3,857 | US$4,149 |
| LOUIS VUITTON PARIS | 4 | US$812 | US$1,378 |
| L . VUITTON | 10 | US$2,030 | US$2,487 |
| AURA | 7 | US$1,421 | US$1,932 |

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

## Word marks you may have considered opposing

> For LVMH's five most-filed brands: word marks of **other companies** (not LVMH's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

**Similar to LOUIS VUITTON** (classes 3, 4, 9, 14, 18; searched 2021-03-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

**Similar to LOUIS VUITTON PARIS** (classes 9, 14, 18, 25; searched 2021-03-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

**Similar to L . VUITTON** (class 3; searched 2018-10-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

**Similar to AURA** (classes 9, 35, 36, 38, 41, 42, 45; searched 2025-04-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

**Similar to LOUIS** (classes 9, 35, 36, 38, 41, 42; searched 2019-04-24 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

## How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

**We manage your trademarks – not just file them**

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

**Renewal management**
Every renewal date in your portfolio tracked and paid online.

**Competitor watch**
Get real-time competitor analysis.

**Similar-mark watch**
New word marks that come close to yours, found as they are published using SimTM.

**Expansion into Africa**
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

## Filing and renewal at fixed, all-inclusive prices

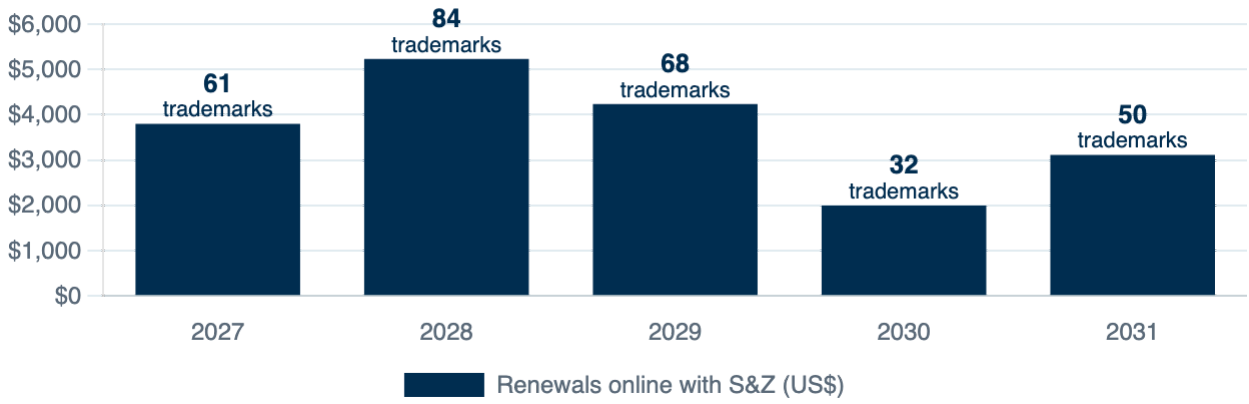
### S&Z prices – South African trademarks

| | |
|---|---|
| Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate | US$240 |
| Each additional class of the same mark, filed at the same time | US$225 |
| Renewal online, per class (every 10 years from filing) | R1,027<br>≈ US$62.29 |

Renewal in rand; US$ at R16.49 per US$.

### LVMH's next five years of renewals

295 of LVMH's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$18,375** over the five years.




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