



**100 women in
hedge funds®**

A Conversation with Caroline Krug, General Manager, Louis Vuitton Switzerland

February 28, 2008 at 7 PM
Geneva

A parallel exists between the luxury goods and hedge fund world: both are innovative and highly competitive with a challenging path to success. As part of our professional development initiative, Caroline Krug will share her journey through the world of luxury goods and Geneva committee members, Lindsey Clavel and Anne Simond, will elaborate on the similarities between industries and invite the audience to join the discussion.

Participants

Caroline Krug, Louis Vuitton Switzerland

Event Details

Date: February 28, 2008

Time: 6:45 PM Registration.

We will begin *promptly* at 7 PM; please arrive early.

Networking and cocktails following session

Host: Louis Vuitton

Location: Rue du Rhône 33 / Place du Lac 2, **Geneva**, Switzerland

RSVP: http://www.100womeninhedgefunds.org/pages/event_registration.php

This event is NOT FOR ATTRIBUTION.

Space is limited. No walk-ins will be permitted.

Biography

Caroline Krug, General Manager, Louis Vuitton Switzerland

Caroline Krug has been with LVMH since 1990. From the Wine & Spirit division brands to Louis Vuitton, she has gained a great knowledge of modern luxury branding and customer service in various markets. She took responsibility for the Swiss market as General Manager for Louis Vuitton in June 2006.

About Louis Vuitton

The Birth of Modern Luxury

During the mid-nineteenth century Louis Vuitton, the company's founder, designed a revolutionary trunk. With a flat

popular frame covered in waterproof canvas, Vuitton's trunk was elegant, functional, and lightweight. It was ideally suited to the new means of transport. In one stroke it made all previous trunks obsolete, and its success was instantaneous. As society's elite discovered the new art of travel, the LV monogram appeared on the great ocean liners, in the Gobi Desert, and in world's grandest hotels. With Louis Vuitton, travel has acquired a soul. Driven by impeccable craftsmanship and infinite creativity, the company thrived through the years, even when venturing beyond the frontiers of its traditional territory. In 1997 it expanded into fashion, and once again its success was spectacular. Louis Vuitton has never ceased to surprise enchanter, and to redefine luxury. At present, there are over 400 Louis Vuitton stores around the world, and this number will continue to grow.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds serves over 8,000 alternative investment management investors and practitioners through unique educational, professional development and philanthropic initiatives. Since its first session in 2002, 100 Women in Hedge Funds has hosted more than 150 events globally, connected more than 150 senior women through Peer Advisory Councils and raised in excess of \$13 million for philanthropic causes in the areas of women's health, education and mentoring.