



Cineclub Alphaville
At the attention of the General Manager
Via del Pigneto, 283
00176 Rome
Italy

November 2nd, 2015,

Dear Sir/Madam,

It is a pleasure to inform you that your establishment will be a feature of the **Louis Vuitton City Guide Rome**.

Since 1998, the City Guides have been sharing their vision of city life through a handpicked selection of exceptional places, delivered with flair and conviction. Louis Vuitton expands its collection of trusted companions with the publication of the City Guides of Bangkok, Chicago, Prague and Rome. While also offering a fresh look at Paris, London, Hong Kong, Los Angeles, Miami, New York, Beijing, Sao Paulo, Sydney, Tokyo and Venice. **This year, for the first time, a mobile application for iPhone and iPad is also available to complement the collection of City Guides.** The App is available since November 5th on the App Store, easy to use, it can be downloaded in one click and will make you feel as a local!

This *Louis Vuitton City Guide* application offers a free selection of addresses for every guide. The kiosk also provides access to the complete chargeable catalogue of the 12 000 addresses and 25 cities around the world, available in French and English. To celebrate this launch, the City Guide Paris will be available for free download until the 31st December 2015 on the App Store.

Readers will rediscover this mix of places –at the same time conventional, secret or quirky- behind the collection's success. Each city guide offers a fresh and intimate look through an exclusive production of photographs and the contribution of a local celebrity whether famous or unexpected. In its pages, the City Guide proposes distinctive experiences and accurate commentaries to make readers feel like insiders themselves of each city. Rather than focusing on price as a main consideration or the latest hot spots, the Louis Vuitton City Guides always look above all to quality when making their selection. A vision supported by a team of passionate authors.

You will find enclosed a complete presentation of these new City Guides, which will be launched in November in all Louis Vuitton stores and in a selection of bookstores. To buy our City Guides, please contact your nearest Louis Vuitton store or call our Clients services on 800 30 89 80.

I hope that our guides will accompany you on your next travels.

Yours faithfully,

Julien GUERRIER
Editorial Director