

Press release
Paris & New York, February 9, 2026

**Comité Colbert to Present Cultural Exhibition Celebrating 250 Years
of Franco-American Luxury Stories in New York**

Paris, France & New York, NY – February 9, 2026 – Following Jeux de Mains in Shanghai in 2024, Comité Colbert is turning its focus to the United States to celebrate 250 years of Franco-American friendship and, on this occasion, to reveal the American archives from more than 60 luxury Maisons and cultural institutions that are members of the Comité Colbert.

From May 26–31, 2026, Comité Colbert will present “**Hidden Treasures, 250 Years of Franco-American Luxury Stories**” an exhibition that will unveil the archival works retracing 250 years of creative resonance and artistic exchange between the United States and France. The special exhibition invites visitors to rediscover this creative dialogue between our two nations, as a living force that has left a significant mark on American art, diplomacy, identity, and pop culture.

Structured in five chapters, the exhibition marks a journey through time and across the Atlantic, inspired by the vocabulary of travel and exchange. Each of the 65 Maisons and Institutions is represented by a dedicated shipping case, showcasing an exceptional artifact and its cultural significance.

Since its establishment in 1954, Comité Colbert has passionately promoted the French spirit of luxury and savoir-faire, bringing together 96 French luxury Maisons, 17 Cultural Institutions, and 6 European luxury Maisons. With this exhibition, Comité Colbert and its Maisons approach French luxury as an anthropological, historical, and artistic prism through which to read the long friendship between France and the US.

“Hidden Treasures reveals how French luxury and heritage have acted for more than two centuries as a catalyst for cultural diplomacy and a universal language of elegance, innovation, and shared influence,” says Bénédicte Epinay, President & CEO, Comité Colbert.

This announcement is accompanied by the presentation of a two-wave study conducted in August/September 2025 and January 2026 by the consulting firm The Heart Monitors. The study surveyed 600 American consumers aged 18 to 60 who had purchased French products in the previous year, thus providing a longitudinal perspective on how emotional attachment, loyalty, and purchase intent behave under increasing external pressure. The data shows that a deep emotional connection with France extends well beyond traditional luxury consumers. For this broader audience, ‘Frenchness’ is not perceived as an unattainable ideal, but rather as an accessible form of sophistication that enhances their everyday lives.

Despite tariff-induced price increases, 46% of consumers report no change in their perception of French products. France remains the leading country whose products are considered ‘worth buying’ (61% agreement), closely followed by Italy (57%). This suggests that economic pressure prompts increased marginal consideration rather than outright rejection or a decline in consumer desire.

COMITÉ COLBERT

Depuis 1954

The 65 Maisons and Cultural Institutions on display represent French luxury and savoir-faire across fashion & haute couture, gastronomy & hospitality, heritage & museums, fragrance & cosmetics, horology & jewelry, wine & spirits, fine tableware, goldsmithing and design.

Together, these stories reveal French luxury as an evolving companion to American history, illuminating moments of aspiration, transformation, and connection, showing how the two nations have continually influenced and reimagined one another.

“Hidden Treasures, 250 Years of Franco-American Luxury Stories” will be open to the public from **May 26-31 at The Shed at Hudson Yards**. Tickets will go on sale in the coming months.

Participating Maisons:

ATELIER MÉRIGUET-
CARRÈRE
BACCARAT
BALENCIAGA
BÄUMER – PLACE
VENDÔME
BERLUTI
BERNARDAUD
CHAMPAGNE BOLLINGER
BOUCHERON
BREGUET
CARTIER
CELINE
CHAMPAGNE CHARLES
HEIDSIECK
CHÂTEAU D’YQUEM
CHANEL
CHLOË
CHRISTIAN DIOR
COUTURE
CHRISTIAN DIOR PARFUMS
CHRISTIAN LOUBOUTIN
CHRISTOFLE
DIPTYQUE
ERÇUIS
FAÏENCERIE DE GIEN
FÉAU BOISERIES
GIVENCHY
GUERLAIN
GUY SAVOY
HENNESSY
HERMÈS
HÔTEL PLAZA ATHÉNÉE

J.M. WESTON
JEAN PAUL GAULTIER
JEANNE LANVIN
CHAMPAGNE KRUG
LANCÔME PARFUMS
LA PREMIÈRE AIR FRANCE
LELIÈVRE PARIS
LIAIGRE
LONGCHAMP
LOUIS VUITTON
LA MAISON DU CHOCOLAT
MAISON FRANCIS
KURKDJIAN
MARTELL
MELLERIO
MESSIKA
LE MEURICE
PIERRE FREY
POTEL ET CHABOT
LES PRÉS D’EUGÉNIE
PUIFORCAT
COGNAC RÉMY MARTIN
(LOUIS XIII)
RITZ PARIS
CHAMPAGNE RUINART
S.T. DUPONT
SAINT-LOUIS
HENRI SELMER PARIS
VAN CLEEF & ARPELS
CHAMPAGNE VEUVE
CLICQUOT
PONSARDIN
YVES DELORME

Cultural Institutions:

CHÂTEAU DE VERSAILLES
GRAND PALAIS RMN
LA TOUR EIFFEL
MANUFACTURES NATIONALES SÈVRES & MOBILIER NATIONAL
MONNAIE DE PARIS
MUSÉE DU LOUVRE

COMITÉ COLBERT

Depuis 1954

Visuals on request

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About the Comité Colbert:

Created in 1954 at the initiative of Jean-Jacques Guerlain, Comité Colbert is a unique collective. It brings together 96 French luxury Maisons, 17 cultural institutions, and 6 European luxury Maisons, representing 14 trades: from perfumery to jewelry & horology, fashion to goldsmithing, gastronomy to wines and spirits, design and decoration. ***To passionately promote, to sustainably develop and to patiently transmit French savoir-faire and creation in order to infuse a new sense of wonder*** is the raison d'être of Comité Colbert that guides each of its actions. All of them are intended to contribute to the international influence of the French luxury and art de vivre, the preservation of know-how and creation, and their transmission to new generations.