

Project Rhapsody for LVMH

A new setting for creation. A new environment for discovery.

A proposed partnership with Symphony Space.

PROJECT
RHAPSODY
ORBITAL MEDIA STUDIO

symphony
space

The next chapter of craft can be made in orbit.

Orbit gives a Maison new conditions in which to create and test: an object filmed above Earth, a material studied in microgravity, a work with a documented flight history.

Project Rhapsody brings the creative brief to Symphony Space's proposed mission platform.



LVMH already has a history beyond Earth.

Ardbeg sent an experiment into orbit to investigate how its spirit interacted with oak. A Heuer stopwatch accompanied John Glenn on Friendship 7 in 1962.

We propose building on that history with creative and research projects across the portfolio. Each Maison would define its own brief.



The strongest space partnerships contribute something real.

Mumm developed a champagne bottle for spaceflight. Prada brought materials and design expertise to Axiom's spacesuit program. IFF's orbital rose experiment informed a fragrance ingredient used commercially.

Each partnership began with a specific purpose. LVMH's opportunity is to choose the creative work or research question first, then design the mission to support it.

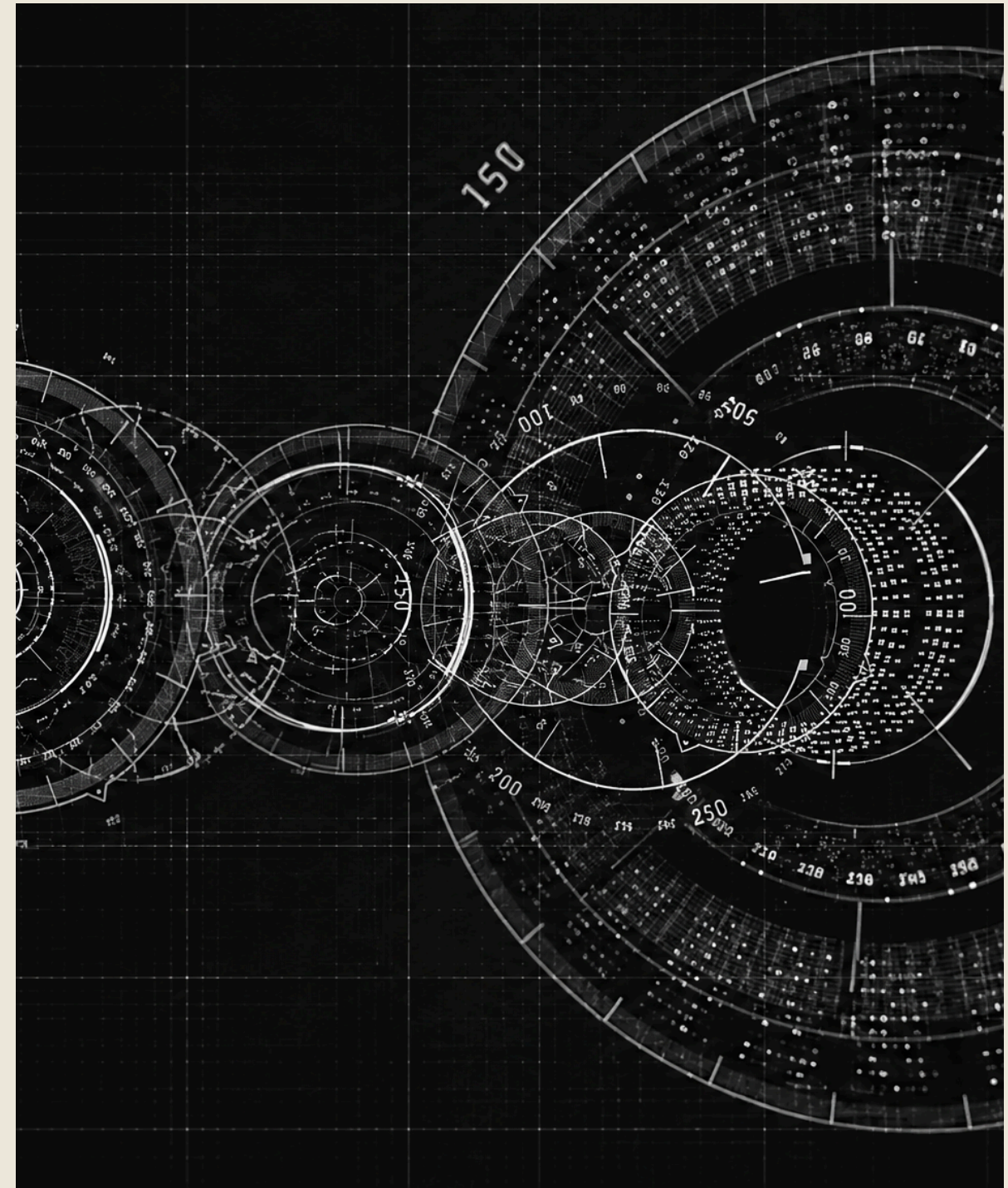


One brief. Creative and technical teams at the same table.

Each Maison defines the creative brief or research question and the standards the work must meet.

Rhapsody develops the concept and filming plan. Symphony assesses flight requirements and plans integration and operations. Together, the teams agree what can be delivered and how success will be measured.

Project Rhapsody is a Symphony Space program, not a separate space operator.



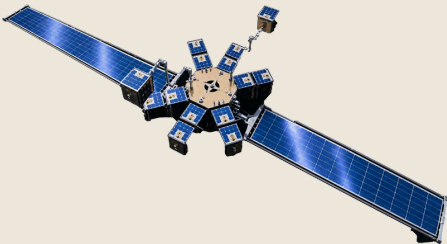
Use the platform. Do not build the spacecraft.

Symphony is developing platforms that share power, thermal services and other spacecraft infrastructure across customer payloads. Adagio-Mini is designed to remain in orbit while robots exchange its payload modules.

The aim is to support successive Maison projects without building a new spacecraft for each one. Capabilities will depend on the selected platform and its stage of development.

symphony
space

Adagio-Mini



- 1

PAYLOAD MODULE

Your instrument, standard box
- 2

SWIS™ INTERFACE

Wireless power + data
- 3

ROBOTIC ARM

Swaps modules on orbit
- 4

PLATFORM CORE

Flown by Symphony
- 5

POWER & THERMAL

Shared by every bay

240

KG HOSTED

12

MODULE BAYS

2

KW POWER

5-7

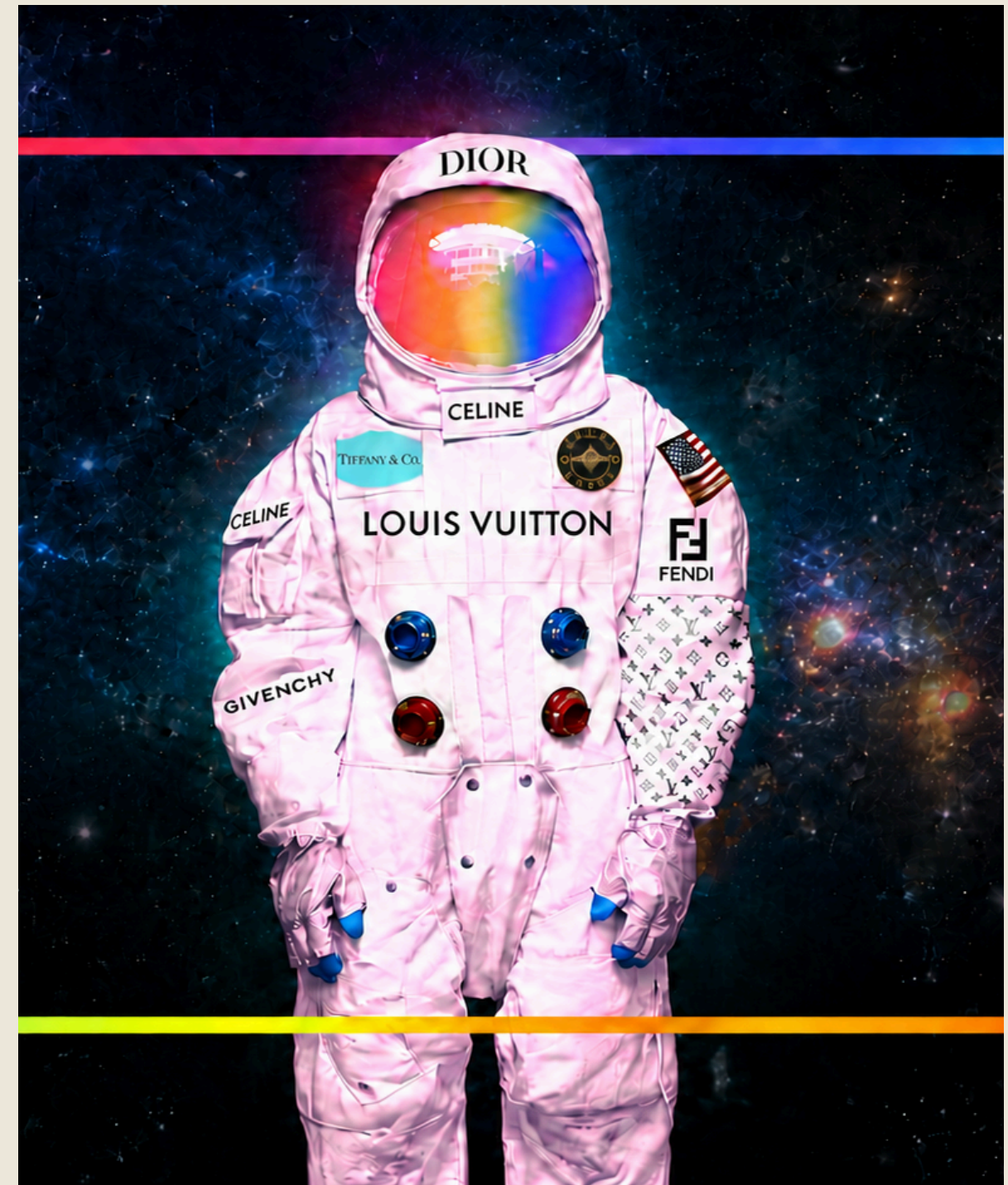
YEARS ON STATION



One program. Four ways to create value.

- 01 Creative assets: original films, stills and experiences made around a genuine mission.
- 02 Provenance: a documented history for a flown object, sample or work.
- 03 Product learning: a defined experiment with relevant controls and analysis.
- 04 Maison impact: client engagement and product interest that can be measured against a baseline.

Choose the relevant outcomes for each project and agree how to measure them.



Give an object a new chapter in its history.

For Louis Vuitton or TAG Heuer, a project could follow an object or component from the workshop to orbit, subject to flight qualification.

Film and photography would document its making, preparation and flight. Exhibitions and client experiences on Earth could bring that record to an audience.



Make the next question as compelling as the next image.

Building on Ardbeg's example, a Moët Hennessy project could test how a chosen ingredient or material behaves in microgravity and document the experiment as it develops.

Start with a research question and matched Earth controls. Then assess the containment, sensing, analysis and approvals the experiment requires.



Let discovery inform the story.

IFF's space rose experiment demonstrates that an orbital observation can inform an ingredient produced on Earth.

Dior, Guerlain or LVMH Research could explore fragrance behavior, formulation stability or a material process. Each proposal would need a scientific protocol and technical review. Filming could accompany the experiment where it would not interfere with the research.



LOUIS VUITTON × SYMPHONY SPACE

The Art of Travel: The Final Frontier

What does the Louis Vuitton trunk become when the destination is orbit?

Invite Louis Vuitton to reinterpret the exterior of a functioning Symphony module through the architecture and craftsmanship of its trunk.

Proposed, subject to Maison approval and technical feasibility: a three-month orbital mission, a film of the collaboration, and a separately crafted, museum-quality terrestrial twin for exhibition.



Brief. Qualify. Integrate. Fly. Deliver.

- 01 Brief: define the work, audience and research question, where relevant.
- 02 Qualify: assess feasibility, risk and platform fit.
- 03 Integrate: engineer, test and approve the payload.
- 04 Fly: execute the approved mission and capture plan.
- 05 Deliver: provide agreed films, images, records, data and analysis.

Creative approvals remain with the Maison under the agreed process. Symphony retains authority over flight safety and mission operations.



Protect the work before it leaves Earth.

Agree ownership and usage rights for footage, creative masters, background IP, research data and new inventions before integration begins. Define confidentiality, publication review and access controls for each project.

Symphony's proposed program framework includes segregated client data. Any security architecture, category exclusivity or reserved capacity must be specified and approved in the agreement.



Define the return before launch.

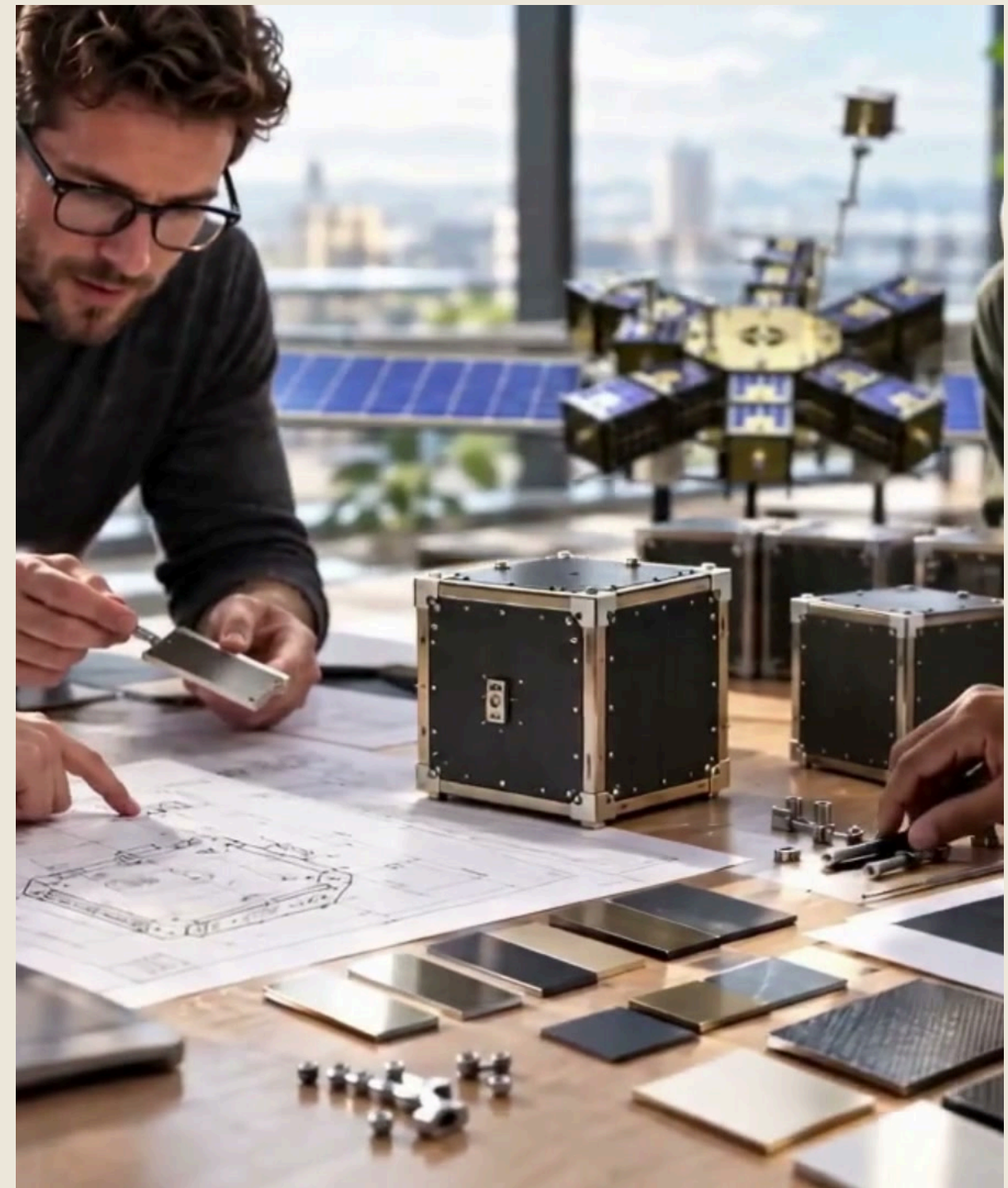
Agree project-specific measures rather than assume a financial return.

Creative: approved assets, qualified reach, engagement and cost per usable deliverable.

Commercial: client appointments, attributable inquiries and, where feasible, incremental contribution measured against comparison periods or cohorts.

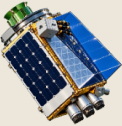
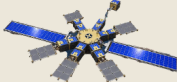
Research: protocol completion, data quality, differences from ground controls and the next development decision.

Provenance: mission records and chain of custody; a price premium only when supported by an actual transaction.



Build the brief now. Match it to the right flight.

Symphony's development roadmap targets:

	First flight April 2028			
	Prelude-01			
	PAYLOAD SLOTS	HOSTED MASS	POWER	MISSION LIFE
	4	15 kg	300 W	3-6 months
	First flight December 2028			
	Adagio-Mini			
	PAYLOAD SLOTS	HOSTED MASS	POWER	MISSION LIFE
	12	240 kg	2 kW	5-7 years
	First flight Q2 2029			
	Adagio			
	PAYLOAD SLOTS	HOSTED MASS	POWER	MISSION LIFE
	12	1,200 kg	~12 kW	15 years
	First flight Q4 2029			
	Adagio-XL			
	PAYLOAD SLOTS	HOSTED MASS	POWER	MISSION LIFE
	GPU pods	1,200 kg	100-200 kW	15 years

Assess each brief, then select the platform and flight opportunity it needs. Agree the creative, engineering, filming and analysis work, including recovery if the project requires it.

Specifications are targets, subject to change as design matures. Dates remain subject to development, qualification and availability. The partnership's flight assignment would follow feasibility review.



What would your Maison create if Earth were no longer the only setting?

Let us define the first project together.

Bring LVMH and the relevant Maison teams together with Symphony's creative and technical leads to explore the Louis Vuitton pilot and select further portfolio briefs.

Start with the work each Maison wants to make.

Confirm participation by November 15th to be part of the Prelude-01 mission.

