



PERMANENT MISSION OF THE KINGDOM OF BHUTAN
TO THE UNITED NATIONS

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PRESS RELEASE

On the invitation of Christian Louboutin for The Americas, Ambassador Doma Tshering, Permanent Representative of Bhutan to the United Nations attended the launch of the Exhibit "LouBhoutan" in New York on 19th December 2019 as Special Guest.

The "LouBhoutan" capsule collection showcases the collaboration between the Institute of the Zorig Chusum in Thimphu and the internationally renowned fashion designer Mr. Christian Louboutin. The exhibit features handcrafted collectors' items, objets d'art, that are the result of six years of intensive artistic collaboration.

Speaking at the event, Ambassador Doma Tshering described the capsule collection of thirteen pieces as "a meeting of cultures that combines traditional Bhutanese craftsmanship with the creative vision of Mr. Christian Louboutin."

"In a rapidly globalized and evolving world, traditional art forms across the world face the threat of increasing fragilisation. As the last surviving Mahayana Buddhist kingdom, we consider it our sacred duty to ensure that our living traditions are preserved and promoted, not only for future generations of Bhutanese, but to contribute to the wider common heritage of mankind."

She added that "the collection and this exhibit, not only brings aspects of Bhutan's culture to a wider international audience, it bolsters the continued practice of our traditional craftsmanship, inspires and encourages new generations of artists in Bhutan with the limitless potential and relevance of traditional artisanry, it also strengthens efforts to ensure that these precious skills and knowledge will continue to be passed on by the current generation of artisans in Bhutan to the next."

Noting the designer's utmost respect and sensitivity for religious and cultural sentiments throughout the process, she conveyed the high regard and appreciation of the entire team in Bhutan for Mr. Louboutin's commitment of time, his passion, as well as genuine interest and affection for the country and this project.

The multimedia immersive exhibit currently on display at Phillips Auction House in New York follows the successful launch in Paris earlier this year.

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