

EVENTS/CAUSES

## Mot Hennessy teaches savoir-faire in latest educational venture

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*Mot Rose Imperial*

By STAFF REPORTS

French luxury conglomerate Mot Hennessy Louis Vuitton is furthering its mission to support education by partnering with the Ecole Ferrieres.

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LVMH's spirits arm, Mot Hennessy, signed a partnership recently with the school that opened its doors outside Paris on Nov. 3. Mot Hennessy's partnership with Ecole Ferrieres continues the conglomerate's dedication to transmitting and preserving French excellence.

### Learning curve

As with Mot Hennessy's ideology of honoring and preserving its heritage, Ecole Ferrieres aims to be "the international benchmark for excellence a la francaise." The school will offer courses in hospitality, gastronomy, wine and luxury.

Along with a common mission, Mot Hennessy and Ecole Ferrieres share key values including tradition, innovation, sharing and the transmission of savoir-faire.

### Moet hennessy. ecole Ferrieres



### *Inaugural class of Ecole Ferrieres*

Ecole Ferrieres' first class will see 35 students that have been nicknamed the "Mot Hennessy cohort." Students will have opportunities to attend master classes taught by Mot Hennessy employees as well as an internship program vetted by LVMH brands.

To show additional support for the inaugural class, Mot & Chandon and Krug invited students to discover the world

of wine and winemaking at their cellars.

LVMH has a number of partnerships with professional schools to cull talent as well as support industry.

For example, LVMH is helping to train the engineers of tomorrow by participating in the Ecole Centrale Paris engineering school's Supply Chain management chair.

Specialists from LVMH brands, as well as companies Carrefour, Safran and Sanofi, will be involved in the Industrial Engineering curriculum at the school, and will also provide hands-on training through internships. Luxury brands often have trouble finding the right talent to fill particular roles, so this partnership will begin to develop long-term relationships with those who might be able to work with the conglomerate in the future ([see story](#)).

Also, LVMH Mot Hennessy Louis Vuitton will support 20 cole Suprieure des Sciences conomiques et Commerciales business school students for the 25th year running.

ESSEC's program aims to teach and train individuals interested in joining the luxury industry, and with the LVMH-ESSEC chair the French conglomerate is incorporated into the student's curriculum. LVMH is able integrate the students' learning with brand styles and techniques, breeding the new generation of potential executives ([see story](#)).

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