

EVENT/CAUSES

## LVMH preserves, transmits luxury craftsmanship in new ESSEC chair

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*Image courtesy of LVMH*

By STAFF REPORTS

France's Mot Hennessy Louis Vuitton is furthering its "exceptional savoir-faire" support with a new luxury industry chair at the ESSEC business school.

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This time last year, LVMH announced that it would sponsor 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 ([see story](#)).

Carrying on its mission

The new luxury industry Chair at the ESSEC business school will be represented by Dom Prignon and will work to promote exceptional savoir-faire.

During the course of its relationship with ESSEC, LVMH has worked to preserve and transmit the time-honored expertise of the craftsman working within its stable of brands. With the addition of the new Savoir-Faire d'Exception chair, the program will join ESSEC's Center for Excellence in Luxury, Arts and Culture.

As with its other programs, the Savoir-Faire d'Exception chair will welcome approximately 20 students. The students' studies will focus on singular skills and strategies that characterize the luxury industry and the importance of the sector's heritage around the world.



*Savoir-Faire d'Exception chair*

Students will have the opportunity to join LVMH Group research programs, notably Dom Prignon.

"As the world leader in luxury goods, LVMH is reaffirming its commitment to sharing a passion for excellence with young generations, bringing them opportunities to learn about the exceptional savoir-faire and experience that define our ecosystem," said Chantal Gaemperle, LVMH Group executive vice president, human resources and synergies, in a statement. "Each day our group helps ensure that this remarkable heritage continues to thrive."

LVMH has a number of educational programs that aim to preserve French excellence.

For example, LVMH furthered its mission to support education by partnering with the Ecole Ferrieres.

LVMH's spirits arm, Mot Hennessy, recently signed a partnership 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 ([see story](#)).

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