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LVMH's Les Journes Particulieres to show real-time savoir faire via Instagram

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Fondation Louis Vuitton's ArchiMoi app

By STAFF REPORTS

With a nod toward growing industry transparency, more than 90 venues under the LVMH umbrella will open their doors to the public for Les Journes Particulieres May 20 to 22.

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With more than 40 maisons and 50 venues participating in this year's Les Journes Particulieres, LVMH will be able to present consumers with an exclusive opportunity to view the inner workings of its brands firsthand. The success of the Les Journes Particulieres program has been immense, with more than 100,000 visitors in its first two editions, showing that consumers have an interest in seeing LVMH's savoir-faire in person.

Opening up

In 2011, more than 25 locations in France and elsewhere in Europe were opened to the public for Les Journes Particulieres. For the 2013 edition, this number nearly doubled and now, for 2016, even more transparency will be shared with LVMH consumers and individual brand enthusiasts.

Les Journes Particulieres 2016 will again swing the doors open on the Christian Dior Salons on Avenue Montaigne in Paris, the Louis Vuitton Atelier in Asnieres, Chaumet's salons at the Hotel Baudard de Saint-James on Place Vendme and Berluti's bespoke shoe workshop.

New for 2016's edition, Les Journes Particulieres will include tours of Guerlain's production site in Chartres, the Louis Vuitton Atelier in Sainte-Florence in the Vende region in France, Fendi's headquarters at the Palazzo della Civilt Italiana in Rome, Loro Piana's weaving and textiles factory in Roccapietra, Italy, the Moynat Atelier on Paris' rue de la Sourdire and Mot & Chandon's Viticulture and Oenological research institute in pernay.



Loro Piana wool

Also, the Fondation Louis Vuitton, which opened in Oct. 2014, will open its doors in Paris. The Fondation has been very popular since its opening, seeing 1.2 million visitors in its first year, making it an ideal venue for inclusion in the program ([see story](#)).

Overall, guests will be welcome to visit a wide array of LVMH ateliers, wine stores and cellars, private houses, family residences and historic boutiques. The goal of Les Journes Particulieres is to showcase artisanal heritage and its importance to European economies, namely France, Italy, the United Kingdom, Poland, Spain and Switzerland.

"Les Journes Particulieres once again offers an opportunity for LVMH to highlight the richness and diversity of creativity, craftsmanship and savoir faire at its maisons," said Antoine Arnault, CEO of Berluti and president of Loro Piana, in a statement for LVMH. "In previous editions, we have seen the pride with which the men and women who make up the group and bring the maisons to life have hosted the event.

"It is for this reason that we have decided to expand this new edition by opening new sites, but also by strengthening the link between tradition and modernity by launching a digital campaign in association with Instagram and Facebook."

This will comprise of teams from Instagram and Facebook assisting LVMH with the digital presence of the Les Journes Particulieres event. Using the platforms, the community will use live behind-the-scenes imagery of visits to private venues to unveil LVMH's savoir faire, meetings with artisans and to communicate real-time stories.

The Web site for Les Journes Particulieres will go live March 21, with pre-registration available from that date. Registrations for visits will begin on April 21.

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