

MARKETING

LVMH's Les Journes Particulieres hashtag reached 25M consumers in 3 days

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Image courtesy of LVMH

By STAFF REPORTS

Brands under the Mot Hennessy Louis Vuitton umbrella hosted more than 145,000 visitors during the third edition of "Les Journes Particulieres" May 20-22.

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With more than 40 maisons and 50 venues participating in this year's Les Journes Particulieres, LVMH was able to present consumers with an exclusive opportunity to view the inner workings of its brands firsthand. For the third edition, LVMH invited more visitors than it has allowed in the past due to consumers' growing interest in behind-the-scenes transparency.

Inner workings

Les Journes Particulieres 2016 swung 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 included 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 ([see story](#)).



Illustration courtesy of LVMH

"Les Journes Particulieres were once again an opportunity for the group to highlight the richness and diversity of creativity, craftsmanship and savoir-faire at [LVMH's] maisons," said Antoine Arnault, CEO of Berluti, in a statement.

"They enabled us to demonstrate to the public both the beauty of these crafts and how essential they are for the world of tomorrow," he said. "I would like to warmly thank our artisans for having shared their passion with all of our visitors."

During the three-day event, consumers were welcome to attend masterclasses, workshops and animated activities with brand participants. One man even used Les Journes Particulieres as an opportunity to propose to his girlfriend, doing so at Dom Prignon's Abbey d' Hautvillers in France.

Les Journes Particulieres also included a nostalgic visit to the Dior Atelier, where a couturier rediscovered a dress she had made for the house in 1956.



Illustration courtesy of LVMH

The 2016 edition also included a collaboration between LVMH, Facebook and Instagram. LVMH sought to make the Les Journes Particulieres experience more inclusive and interactive by allowing 12 young photographers to document the event.

Images generated from Les Journes Particulieres have accumulated more than 110,000 likes. Live videos filmed at Les Journes Particulieres' events at Louis Vuitton, Krug and Nicholas Kirkwood were viewed by 25,000 individuals.

LVMH recorded a total of 30,000 interactions in the three days on Facebook alone. Also, the #LJPLVMH hashtag used for Les Journes Particulieres was seen by 25 million people.

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