

EDUCATION

LVMH attracts future talent in all-access tour demonstrating visionary spirit

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Promotional image for Inside LVMH

By STAFF REPORTS

Mot Hennessy Louis Vuitton is opening its doors for a single day to give 220 students a first-hand glimpse at the French conglomerate's inner workings.

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The "Inside LVMH" event will take place Nov. 22, and invites students from the conglomerate's partner education institutions across France and Europe. Participating students will gain unprecedented access to 16 of LVMH's maisons while those at-home will be able to follow along on social media.

Luxury innovations

Inside LVMH's theme is dedicated to innovation with all house presentations being seen through this prism. As a key component of LVMH's strategy, underscoring its importance to the next-generation of designers and thinkers will position the brand as an example to strive for.

Students from the engineering, business and design fields will spend Nov. 22 attending workshops and meetings with LVMH employees and management teams. Doing so will present the students with a comprehensive view of the LVMH ecosystem and its five sectors of activity.

The student visitors will also contemplate key issues LVMH faces and visions of the future. These points are vital and daily imperatives for the conglomerate's 130,000 employees, and must be considered by all future hires.



Illustration courtesy of LVMH

During Inside LVMH, the 16 participating brands will open their doors to offer students a "made-to-measure" program of activities. Keeping with the theme, activities will explore the future of tradition and the capacity for continuing innovation, among others.

For instance, French atelier Christian Dior Couture will take students through the stages of making its men's collections while beauty retailer Sephora will present the challenges of client experience. LVMH's jeweler Chaumet will focus on how to position a new jewelry range.

The day also comprises three points: visiting each of the 16 houses in small groups and a work session at LVMH headquarters lead by Chantal Gaemperle, group executive vice president human resources and synergies and member of the executive committee.

Inside LVMH will conclude with a masterclass held at the Fondation Louis Vuitton. Post-masterclass the students are encouraged to stay longer to tour the "Icons of Modern Art. The Shchukin Collection" exhibition currently on display at the Fondation, as it reflects "excellence and visionary spirit."

For those looking to follow along, LVMH is using the hashtag #InsideLVMH on its social channels.

#InsideLVMH

A similar program has been established by LVMH for the general public to take a peek inside its stable.

In May, 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.

During the three-day event, consumers were welcome to attend masterclasses, workshops and animated activities with brand participants. More than 40 maisons and 50 venues under its umbrella participated and LVMH hosted more than 145,000 visitors May 20-22.

During the event, LVMH encouraged the use of the hashtag #LJPLVMH. After the event, LVMH shared that the hashtag used for Les Journes Particulieres was seen by 25 million people ([see story](#)).

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