

EDUCATION

LVMH supports horology students in latest educational venture

November 22, 2016



Image courtesy of LVMH

By STAFF REPORTS

LVMH-owned watchmakers Tag Heuer and Zenith are pooling their knowledge together with the introduction of LVMH Ecole d'Horlogerie.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The watchmaking school is based on an original apprenticeship training program in partnership with LVMH Institut des Mtiers d'Excellence. One of the dominant challenges currently facing the luxury market is worrying about and securing future talent as many skilled craftsman retire without a next generation, and many young individuals shy away from traditional artisan skills.

Learning time

LVMH Ecole d'Horlogerie welcomed 12 apprentice watchmakers for its inaugural class this year.

Institut des Mtiers d'Excellence (IME), a program started by LVMH in 2014, offers work/study programs in partnership with vocational schools in respective verticals. The program emphasizes the key role of master artisans and is focused heavily on craftsmanship, design and retail.

The 2016-2017 IME school year began with a ceremony held Oct. 18, where the watchmaking students were welcomed. A month later, Tag Heuer and Zenith unveiled the new Ecole d'Horlogerie.

In the coming year, students will be based at the workshops of the Tag Heuer manufacture in La Chaux-de-Fonds.



LVMH's Ecole d'Horlogerie's inaugural class

While enrolled the future watchmakers will benefit from an apprenticeship with Tag Heuer and Zenith, learning both brands' distinct culture, products and DNA. In addition, the apprentices will have access to other watchmakers in the LVMH stable and may attend masterclasses organized by IME.

In a statement LVMH said, "The watchmaking heritage and craft tradition of Zenith are allied with the innovative, avant-garde spirit of Tag Heuer to comprise a truly unprecedented education program."

The initiative is led by Jean-Claude Biver, president of the Watch Division of the LVMH Group and Tag Heuer's CEO and Chantal Gaemperle, LVMH's group executive vice president human resources and synergies and member of the executive committee.

Education is a guiding principal at LVMH and its dedication to learning will help ensure future talent remains attracted to its businesses.

LVMH opened its doors for a single day to give 220 students a first-hand glimpse at the French conglomerate's inner workings.

The "Inside LVMH" event took place Nov. 22, and invited students from the conglomerate's partner education institutions across France and Europe. Participating students gained unprecedented access to 16 of LVMH's maisons while those at-home will be able to follow along on social media ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.