

EDUCATION

LVMH deepens Central Saint Martins relationship to foster innovation

May 8, 2017



Louis Vuitton Series 6 ad campaign

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton is teaming up with design school Central Saint Martins to create sustainable solutions for the luxury world.

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

The program, dubbed "Sustainability & Innovation in Luxury: Fostering Creativity," will tackle the topic through collaborative projects between the school's students and graduates and LVMH employees. This combination of industry professionals and those just starting out in the field is expected to spark new ideas and conversations.

Back to school

LVMH and London's Central Saint Martins have worked together on past projects. For instance, the group recently invited some of the school's students to design a tiara for its maison Chaumet ([see story](#)).

CSM x LVMH Retrospective Film

Now, the partners are building on their existing relationship with this program aimed at addressing some challenges luxury is facing.

Announced on May 4, the "Sustainability & Innovation" banner will include a research fund and academic program. An LVMH Grand Prix Scholarship will also be awarded to five students.

Giving students face time with LVMH's houses, the program will also include joint projects and events on campus, with some focused on recruitment.

The curriculum will be designed by the newly appointed CSM LVMH director of sustainable innovation Carole Collet.

Kicking off the collaboration was a full day of events at Central Saint Martin's London campus. Employees from 14 LVMH houses' creative, business and human resources departments were on-hand to meet with students and interview them for internship or job opportunities.

Workshops also provided a look at life working for LVMH.

"We are very pleased to launch today such an inspiring program on sustainable innovation in luxury, fueled by our numerous and successful past collaborations and creative projects with Central Saint Martins," said Chantal Gaemperle, LVMH group executive vice president human resources and synergies, in a statement.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.