

APPAREL AND ACCESSORIES

LVMH, Kering draw up joint charter for working with models

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Louis Vuitton's women's fall/winter 2017 collection. Image credit: Louis Vuitton

By MICKEY ALAM KHAN

French luxury conglomerates LVMH and Kering have joined forces to create a common charter that determines how the groups will work with fashion models in the future.

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The goal is ostensibly to ensure the well being of the models and reflect the values of the luxury brands under their umbrellas. The statement comes a day after [The New York Times ran an article](#) that spelled out several concerns expressed by models, including objectification, sexism, racism and loss of dignity.

Here is LVMH and Kering's joint statement issued this morning in its entirety:

THE CHARTER ON THE WORKING RELATIONS WITH FASHION MODELS AND THEIR WELL-BEING



Antoine Amault, LVMH director, chairman of Loro Piana and CEO of Berluti, issued a joint statement with Francois-Henri Pinault, chairman/CEO of Kering, on a code of conduct for working with fashion models. Image credit: LVMH

Kering and LVMH have decided to establish a charter for the well being of models that will be implemented throughout all their brands.

Respecting the dignity of every man and woman is at the heart of both group's values. Having always cared for the well being of models, LVMH and Kering feel that they have a specific responsibility, as leaders in the industry, to go one step further with their brands.

This charter, which is applicable worldwide, reflects high standards of integrity, responsibility and respect for those concerned. On top of paying particular attention to ensuring good working conditions for models, it is structured around several major commitments:

Brands of both groups commit to working solely with models able to present a valid medical certificate, attesting to their good health and ability to work, obtained less than six months before the shooting or the fashion show.

All fashion brands belonging to LVMH and Kering commit to banning size 32 for women and size 42 for men (French measurement) from their casting requirements. Casting agencies will be required to present female and male models who are size 34 or over, and size 44 or over, respectively. To further ensure the care of models, it will be incumbent upon the brands to put a dedicated psychologist/therapist at their disposal during their working time.

Models below the age of 16 must not be hired by brands to take part in shows or shootings representing an adult.

16- to 18-year-old models are subject to specific rules:

- o They are not permitted to work between 10 p.m. and 6 a.m.

o The presence of a chaperon/guardian who can be one of the model's parents appointed by their agency is mandatory for models aged 16 to 18, and any model under the age of 18 must be housed in the same accommodation as their chaperon/guardian.

o The charter requires brands to ask agencies to ensure that models meet their school attendance obligations.

Models must have the possibility of making a direct complaint in the case of a dispute with a modeling agency, a casting director or a brand (e.g. through the designation of a contact person or the setting up of a hotline)

"Respecting the dignity of all women has always been both a personal commitment for me and a priority for Kering as a Group. Through the establishment of this charter and our commitment to abide by its terms, we are once again manifesting the importance of this core value in a very concrete manner. We hope to inspire the entire industry to follow suit, thus making a real difference in the working conditions of fashion models industry-wide," declared Franois-Henri Pinault, chairman/CEO of Kering.

"I am deeply committed to ensuring that the working relationship between LVMH Group brands, agencies and models goes beyond simply complying with the legal requirements. The well being of models is of great importance to us. As the leader in the luxury sector, we believe it is our role to be at the forefront of this initiative. We have the responsibility of building new standards for fashion and we hope to be followed by other players in our sector," declared Antoine Arnault, member of the LVMH board of directors, chairman of Loro Piana and CEO of Berluti.

The implementation of this charter will start during the upcoming Fashion Weeks. A monitoring committee, made up of representatives of the brands, agencies and models, will meet each year (once every six months for the first year).



Bottega Veneta's fall/winter 2017 collection. Image credit: Bottega Veneta

Kering

A global luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewelry and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the sport and lifestyle brands Puma, Volcom and Cobra. By "empowering imagination," Kering encourages its brands to reach their potential, in the most sustainable manner.

The group generated revenue of 12.385 billion in 2016 and had more than 40,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

LVMH

LVMH Moët Hennessy Louis Vuitton is represented in wines and spirits by a portfolio of brands that includes Moët & Chandon, Dom Prignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Chateau d'Yquem, Domaine du Clos des Lambrays, Chateau Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its fashion and leather goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and Rimowa. LVMH is present in the perfumes and cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's watches and jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Royal Van Lent and Cheval Blanc hotels.

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