

MARKETING

LVMH plans fourth open house showcase for 2018

December 11, 2017



Les Jounes Particulieres puts LVMH employees front and center. Image credit: LVMH

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton will host the fourth edition of its Les Jounes Particulieres event next year.

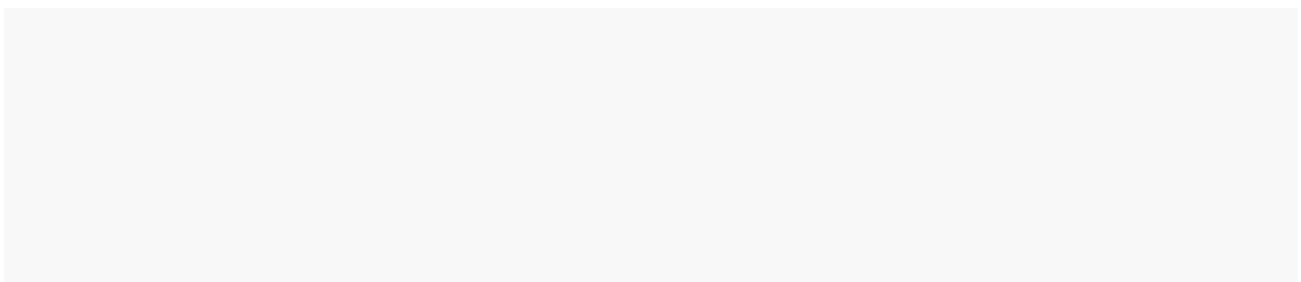
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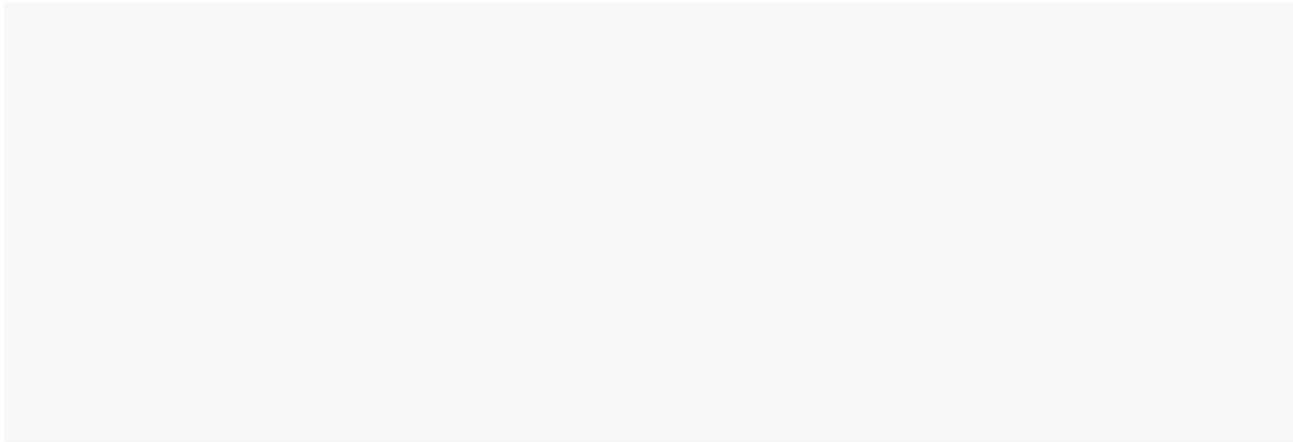
Originally launched in 2011, Les Jounes Particulieres gives consumers the opportunity to get a behind-the-scenes look at the inner workings of LVMH's houses. Past editions have drawn large crowds, with 2016's open house seeing 145,000 attendees.

Behind the scenes

Slated for Oct. 12 through 14, Les Jounes Particulieres will offer an inside look at more than 40 of LVMH's houses. Highlighting both the brands' savoir-faire and their heritage, visitors will get a taste of the craftsmanship and skill that go into the company's products.

The last edition in 2016 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 Civiltà 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.





Journes Particulires LVMH Les Journes Particulires LVMH sont de retour en 2018 ! Rendez-vous les 12, 13 et 14 octobre pour une nouvelle dition de cet vnement unique au monde. . Les Journes Particulires LVMH are back in 2018! Save the dates October 12-14 for a new edition of an event unique in the world. . Les Journes Particulires sono di ritorno nel 2018! Appuntamento il 12, 13 e 14 ottobre per una nuova edizione di questo evento unico al mondo. #JPLVMH #LVMH

A post shared by LVMH (@lvmh) on Dec 11, 2017 at 1:08am PST

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

Beyond the visitors to the physical sites, LVMH saw significant engagement on social media.

LVMH recorded a total of 30,000 interactions in the three days on Facebook alone. Also, the #LJPLVMH hashtag used for Les Journes Particulires was seen by 25 million people ([see story](#)).

"Les Journes Particulires is a special opportunity for the LVMH Group to share the passion that inspires all our employees," said Antoine Arnault, CEO of Berluti and member of the LVMH board of directors. "In 2018 the event will more than ever underline our commitment to artisanal excellence, along with our strong contemporary engagement."

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