

EDUCATION

LVMH bridges academia, professional world via digital program

March 6, 2018



LVMH's program provides an inside look at its houses. Image credit: LVMH

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton is strengthening its ties to European schools through a program that gives students an immersive understanding of the luxury business.

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

The four-month Inside LVMH program is open to students at 50 partner schools and universities, as well as those currently interning within the group. Through coursework that provides a look at the inner workings of LVMH's houses, the group is looking to present itself as an appealing future employer while also prepping students to potentially take on roles within its operations.

Digital discovery

Inside LVMH currently has 3,500 students enrolled. The program is open to students studying subjects such as engineering, business, creative and design and technology at schools in France, Italy, Switzerland, Spain, the United Kingdom and Germany.

LVMH has also made the program available to the students in its internship and work study programs.

Centered on a digital platform, Inside LVMH explores key aspects of the luxury business, including brand management and supply chain management, with input from managers at more than 20 of its houses. LVMH partnered with professors at schools such as Central Saint Martins and ESSEC to develop a series of 50 short films that explore the topic of "Imagine the Luxury Experience of Tomorrow."

In addition to providing an educational experience, Inside LVMH is also being used as a recruitment tool. Those who perform well in the program will have an opportunity to join the conglomerate.

Discover the Inside LVMH Program, a groundbreaking program for students

Each year, LVMH hires 6,500 interns and 1,000 recent graduates.

"Given our ambitious recruitment goals, we have designed the Inside LVMH program to be a stepping stone between the academic world where the young talent is being nurtured, and the professional world," said Chantal Gaemperle,

group executive vice president of human resources and synergies at LVMH, in a statement. "At LVMH, we believe that people make the difference, so we are delighted to be able to offer them a unique opportunity to discover the various aspects of our group, and to imagine themselves joining our maisons' teams."

LVMH is focused on creating relationships with students, helping it attract and find future talent.

Previously, the group 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, 2016 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 were 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.