

MARKETING

LVMH invites consumers behind-the-scenes via expanded open house

June 21, 2018



Les Jours Particuliers puts LVMH employees front and center. Image credit: LVMH

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton is welcoming consumers into 56 of its houses later this year through the fourth edition of its Les Jours Particuliers event.

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Being held from Oct. 12 to 14, the open house will invite consumers to 76 places in 13 countries around the world, including 38 sites that have not been accessible to the public before. For this year's event, 23 of LVMH's brands are taking part for the first time, including the T Fondaco dei Tedeschi by DFS in Venice and Rimowa.

"Every day at LVMH, our houses' talents make a difference as they embody the core values behind the group's success: excellence, entrepreneurship, creativity and innovation," said Bernard Arnault, chairman and CEO of LVMH, in a statement.

"The Jours Particuliers is a unique event which showcases our artisans' passion for creativity and their trades, and where the general public is able to meet the houses' talents," he said. "The event is an invitation to discover exceptional venues and carefully-preserved savoir-faire."

Inside look

The first Les Jours Particuliers was held in 2011. Intended to give the public a sense of what differentiates LVMH's brands, the event includes showcases of artisans and other talents.

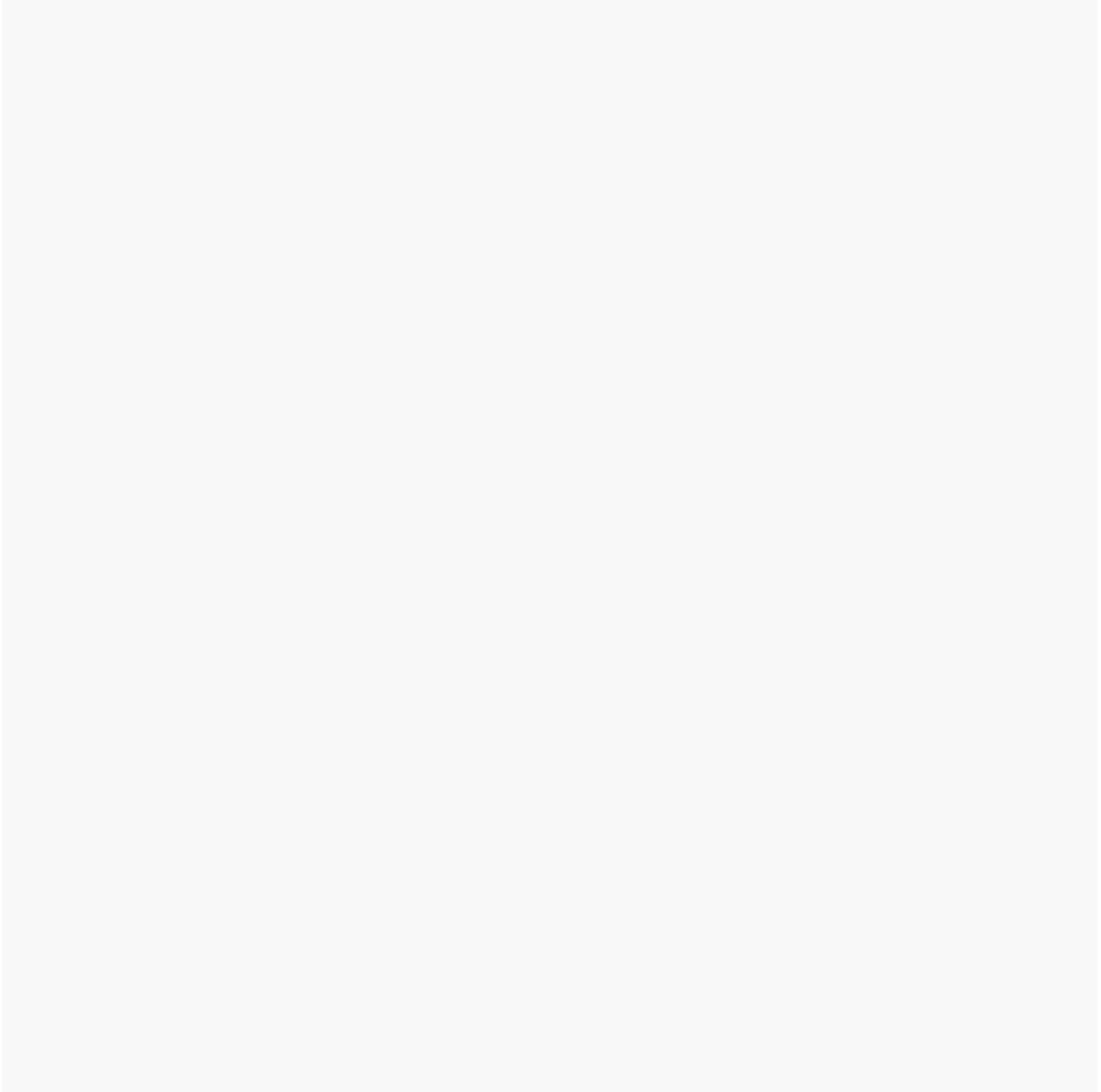
Each of the participating houses will envision and host tours of sites, such as Les Fontaines Parfumes in Grasse, where fragrances for Christian Dior Parfums and Louis Vuitton are made. Guerlain and Chaumet will open their Parisian salons, and consumers will be able to tour a number of wine estates and cognac houses.

This year's program is centered on "experiences, interaction and surprises."

"Les Jours Particuliers was designed to embody our houses' hospitality and energy, and echoes the vital role that the act of transmitting plays for the LVMH Group: our aim is to share our diverse heritage, extensive savoir-faire and concrete innovations," said Antoine Arnault, CEO of Berluti, chairman of Loro Piana and founder of Les Jours Particuliers, in a statement. "This unmatched event has stepped up to the mark; each edition involves a growing

number of houses, talents and visitors, making this fourth edition a global celebration of the world of art, and craftsmanship."

In support of Les Jours Particuliers, LVMH will launch a multichannel advertising campaign that plays on the idea of inviting consumers behind-the-scenes. Spanning print, display and digital, the effort will also allow consumers to follow the event through social media and newsletters, which consumers can sign up for starting June 21.



LES JOURNEES PARTICULIERES 2018 Les Jours Particuliers LVMH are back! Open the doors and step into our Houses on October 12, 13, and 14, 2018. Find out more: <https://www.lvmh.com/lesjourneesparticulieres> (link in bio)
_ Les Jours Particuliers LVMH sont de retour ! Ouvrez les portes de nos Maisons les 12, 13 et 14 Octobre 2018.
Plus d'informations : <https://www.lvmh.fr/lesjourneesparticulieres> (lien dans la biographie) _ #JPLVMH #LVMH

A post shared by LVMH (@lvmh) on Jun 21, 2018 at 4:04am PDT

Instagram post from LVMH

In September, LVMH will also launch a podcast series titled "Confidences Particuliers" that will introduce some of the group's talents to listeners.

The last edition of Les Journees Particulieres drew more than 145,000 visitors in 2016.

This also included a collaboration between LVMH, Facebook and Instagram. LVMH sought to make the Les Journees Particulieres experience more inclusive and interactive by allowing 12 young photographers to document the event.

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

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