

MARKETING

LVMH brings Les Journées Particulières to 40 new sites this fall

September 13, 2018



LVMH's Les Journées Particulières will span five continents. Image credit: LVMH

By STAFF REPORTS

French conglomerate LVMH Mot Hennessy Louis Vuitton is inviting consumers to explore its houses through a global open house at 77 locations across five continents.

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Among the sites added for the 2018 edition of the event are Les Fontaines Parfumes in Grasse, France and Louis Vuitton's prototype workshop in Asnières, France. With a greater digital push ahead of the fourth open house, LVMH is launching a podcast that will center on the passion of its artisans.

Behind the scenes

LVMH is allowing consumers to register for an account on its Les Journées Particulières Web site to more easily book priority access tickets on Sept. 22 and 25.

During the event on Oct. 12 to 14, consumers will be able to visit locations such as the Christian Dior Couture ateliers and the Chaumet salons, getting a firsthand look behind the scenes of 56 of LVMH's houses.

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.

In support of Les Journées Particulières, LVMH launched 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 ([see story](#)).

On Sept. 17, the group will launch its "Confidences Particulières" podcast. In the 13 episodes, journalist Julien Cernobori talks to craftsmen that work in fields including winemaking, shoemaking, makeup artistry and more about their skills, passion and inspirations.

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LES JOURNEES PARTICULIERES 2018 CONFIDENCES PARTICULIERES If you love amazing stories you'll want to meet artisans and designers from LVMH Maisons ahead of the upcoming fourth edition of the Journes Particulieres LVMH through a series of exclusive podcasts called "Confidences Particulieres". @BulgariOfficial, @Dior, @Yquem_official, @Hennessy, Maison @FrancisKurkdjian, @Sephora People with a passion for their mtier invite you to step inside their Maison. Podcasts available from September 17 on the Journes Particulieres website, Soundcloud, Podcast Addict and Apple Podcasts. _ #JPLVMH #ConfidencesParticulieres #savoirfaire #LVMH

A post shared by LVMH (@lvmh) on Sep 10, 2018 at 9:00am PDT

The podcast, similarly to the open houses, spans multiple nations, featuring individuals from France, Italy, Switzerland and the United States. Among those profiled will be perfumer Francis Kurkdjian and Bulgari Jewelry's creative director Lucia Silvestri.

Confidences Particulieres will be available to stream on the Les Journes Particulieres Web site, Soundcloud, Podcast Addict and Apple Podcasts.

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