

MARKETING

## LVMH sees 180K visitors for international open house

October 15, 2018



LVMH's Les Journées Particulieres spanned five continents. Image credit: LVMH

By STAFF REPORTS

This past weekend, luxury group LVMH Mot Hennessy Louis Vuitton opened the doors to 56 global sites to the public, allowing thousands of visitors the chance to peek behind-the-scenes of its houses.

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The fourth edition of Les Journées Particulieres drew 180,000 attendees to locations such as Louis Vuitton's workshop and a Loro Piana spinning mill. Interest in the workshops, tours and experiences prompted some LVMH brands to expand their available visit time slots.

### Opening up

Les Journées Particulieres offers consumers a chance to engage with about 3,000 employees of LVMH's brands. This year's event received a record attendance, above the 145,000 visitors during the previous edition in 2016.

This year, LVMH invited consumers to explore its houses through a global open house at 77 locations across five continents.

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 Asnieres, France. With a greater digital push ahead of the fourth open house, LVMH launched a podcast that will center on the passion of its artisans.

During the event from Oct. 12 to 14, consumers were 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 ([see story](#)).

Some consumers traveled a great distance just to visit various sites. For instance, an Argentinean woman trekked to Paris to see Moynat's studio, while a traveler from New York ventured to Italy to visit Loro Piana.

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#JPLVMH LAST DAY End of the ultimate day of this 4th edition of Les Jours Particuliers! Many of you made the trip to enjoy this one of a kind experience in our Maisons in France, Switzerland, China, Spain, Italy, Germany We hope you enjoyed meeting our artisans and discovering their savoir-faire and creativity. Until the next edition of this unique event, take a look at what happened today: @dior, Paris, France : Sbastien Gracco De Lay @lagrandeepicerie, Paris, France : Guillaume Murat Newton Vineyard, Napa, California, USA @guerlain, Paris, France : Guillaume Murat @zenithwatches, Le Locle, Switzerland : Calypso Mahieu @franciskurkdjian, Paris, France : Marguerite Bornehauser @domperignonofficial, Hautvillers, France : Anas Boileau @tagheuer, La Chaux-de-Fonds, Switzerland : Calypso Mahieu \_ La 4e diton des Jours Particuliers touche sa fin ! Beaucoup d'entre vous ont fait le dplacement pour profiter de cette exprience unique en son genre dans nos Maisons en France, en Suisse, en Chine, en Italie, en Allemagne Nous esprons que rencontrer nos artisans et dcouvrir leur crativit et leur savoir-faire vous a plu. En attendant la prochaine dition de cet vnement unique, voici un aperu de cette demire journe : @dior, Paris, France @lagrandeepicerie, Paris, France Newton Vineyard, Napa, Californie, Etats-Unis @guerlain, Paris, France @zenithwatches, Le Locle, Switzerland @franciskurkdjian, Paris, France @domperignonofficial, Hautvillers, France @tagheuer, La Chaux-de-Fonds, Suisse \_ La quarta edizione delle Jours Particuliers sta per concludersi ! Molti di voi sono venuti a godere di questa esperienza unica nelle nostre Maisons in Francia, Svizzera, Cina, Italia, Germania..... Speriamo che vi sia piaciuto incontrare i nostri artigiani e scoprire la loro creativt e il loro know-how. In attesa della prossima edizione di questo evento unico, ecco una panoramica di quest'ultimo giorno: @dior, Parigi, Francia, Francia @lagrandeepicerie, Parigi, Francia Newton Vineyard, Napa, California, Stati-Uniti @guerlain, Parigi, Francia, Francia @zenithwatches, Le Locle, Svizzera @franciskurkdjian, Parigi, Francia @domperignono

A post shared by LVMH (@lvmh) on Oct 14, 2018 at 10:19am PDT

In a statement on social media, LVMH said, "This fourth edition of Les Journées Particulières has been an amazing success thanks to our 3,000 artisans who welcomed 180,000 visitors all around the world.

"None of this would have been possible without all of you and it seems that this one of a kind event has reached its goal: making the public discover our artisans' savoir-faire and, also, bringing smiles on their faces," the company said.

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