

APPAREL AND ACCESSORIES

LVMH, Kering recruit Oscar de la Renta in mission for safer working environments

July 16, 2019



Oscar de la Renta brand and agency sign charter. Image credit: LVMH

By STAFF REPORTS

Two years after its drafting, the Charter of Working Relations with Fashion Models and their Well-Being from Kering and LVMH has signed on two new companies.

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Fashion house Oscar de la Renta, along with ad agency Publicis, has signed the charter in an ongoing mission to keep working environments safe for models at a meeting in Paris. LVMH, Kering and others who are part of the charter met to review the impact of the document so far, asking questions on pivotal issues.

Moving forward

Others involved in the charter include publications *Elle* and *Version Femina*, who became partners in the initiative in 2018.

French luxury conglomerates LVMH and Kering originally joined forces in 2017 to create the common charter that determines how the groups work with fashion models.

The goal is ostensibly to ensure the wellbeing of the models and reflect the values of the luxury brands under their umbrellas. The statement came a day after *The New York Times* ran an article that spelled out several concerns expressed by models, including objectification, sexism, racism and loss of dignity ([see story](#)).



LVMH, Kering host panel to discuss working environments for models. Image credit: LVMH

Two years later, the groups and other partners met to assess the measures put in place and their effectiveness.

While the meeting took place in Paris on July 11, LVMH is now revealing the news that the two new companies have signed on.

The meeting included four roundtable discussions asking questions including "Who are the models," "How are models recruited," "How can models best be supported in exercising their profession" and "How can the physical and psychological health of models be effectively monitored?"

Models, modeling agencies, fashion brand and stakeholders made up the panels, discussing how things have improved since the charter and how to continue progress.

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