

APPAREL AND ACCESSORIES

LVMH supports craft preservation with refugee artisan association

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LVMH is working with La Fabrique Nomade. Image credit: LVMH, photo by Flicien Delorme

By STAFF REPORTS

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton is helping refugee artisans find employment through a partnership with organization La Fabrique Nomade.

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Established in 2016, the association focuses on assisting migrants in continuing work in their craft in France by offering language development, local business training and networking. The alliance with La Fabrique Nomade is just one of LVMH's efforts to preserve artisan skills, showing its dedication to craft.

Artisan alliance

On Sept. 26, La Fabrique Nomade held an exhibit for its Traits d'Union 4 collection, which features fashion jewelry and objects created by artisans from the association.

LVMH's visual image director Faye McLeod chose the theme "Treasure" for the collection, and the craftspeople took inspiration from their own memories or culture.

At the event, LVMH officially announced its support of La Fabrique Nomade. As part of the relationship, LVMH houses including Chaumet, Kenzo and Louis Vuitton have given artisans tools and supplies for sewing and jewelry making.

The artisans will also be visiting workshops for Christian Dior, Chaumet and Berluti to learn more about employment in France.



Piece produced for Traits d'Union 4. Image credit: LVMH

LVMH is also looking into the potential for internship, training and job opportunities. One seamstress from La Fabrique Nomade will be joining Dior's atelier for a temporary contract.

"Savoir-faire and creativity are universal languages that encourage positive human relations," said Antoine Arnault, CEO of Berluti, chairman of Loro Piana and head of communications and image at LVMH, in a statement. "To help the artisans at La Fabrique Nomade continue to practice their mtier in France and hone their craftsmanship, LVMH and its maisons are making a long-term commitment to their professional inclusion through skills sponsorship, and by opening the doors of our maisons to nourish exchanges."

Institut des Mtiers d'Excellence (IME), a program started by LVMH in 2014, offers work/study programs in partnership with vocational schools in respective verticals. The program emphasizes the key role of master artisans and is focused heavily on craftsmanship, design and retail ([see story](#)).

LVMH also invites consumers to explore its houses through Les Journes Particulieres, a global open house at locations across five continents ([see story](#)).

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