

REAL ESTATE

LVMH highlights commitment to differently abled employees and customers

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Fondation Louis Vuitton is designed to welcome people with all types of abilities. Image credit: Fondation Louis Vuitton

By STAFF REPORTS

While there is plenty of talk about sustainability and eco-friendly credentials in luxury, the discussion in diversity is increasingly focusing on nurturing a culture of inclusion.

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A key area of attention is promoting employment and access for individuals who are differently abled. Earlier this week was the International Day of Persons with Disabilities, something which luxury conglomerate LVMH marked with attention to what its various brands are doing to welcome people with disabilities.

Inclusivity and diversity

As the world's leading provider of luxury goods and services, **LVMH** has to ensure that its 75-plus brands' physical and digital manifestations support disabled people.

LVMH's corporate social responsibility policy spells out accessibility as a key priority, meaning access to premises, facilities, communications, products and services. Such access helps both employees and customers.

Take the Fondation Louis Vuitton in Paris, a pet project of LVMH chairman/CEO Bernard Arnault that was designed by architect Frank Gehry.

Now a Paris landmark, the museum offers free priority to visitors with disabilities and the accompanying companion. Displayed works are also more accessible due to tactile maps, training for mediation teams and specially designed visits for people with disabilities.

Also, the Mercier Champagne brand has trained two members of its visitor reception team in French sign language.

Meanwhile, in Italy, two LVMH houses Bulgari and Loro Piana have special workstations for employees with disabilities.

In Canada, perfume house Guerlain launched a spa last month with access for people with disabilities.

"Building an inclusive organization is imperative from a human perspective and essential to fulfilling our role as a responsible corporate citizen," said Chantal Gaemperle, executive vice president of human resources and synergies

at LVMH, in a statement.

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