

MEDIA/PUBLISHING

## LVMH, saluting women, debuts first in-house radio program and podcast support

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EllesVMH /  
LVMH



*In-house radio program Echo Day is French luxury giant LVMH's tribute this month to talented women. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

Looking to honor women throughout this month, French luxury conglomerate LVMH has debuted its first in-house radio program as part of its mission to promote gender parity.

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Called Echo Day, the show is hosted by journalist Marie Drucker along with Chantal Gaemperle, LVMH's executive vice president of human resources and synergies. The program will discuss efforts undertaken and currently ongoing to promote gender equality throughout LVMH and its 75 brands.

The effort comes 13 years after LVMH launched the EllesVMH program in 2007 to support gender balance throughout the group. The radio show will highlight the efforts undertaken with the EllesVMH program.

Talks show

Paris-based LVMH, owner of such brands as Louis Vuitton, Dior, Bulgari and Guerlain, has a global workforce that is more than 73 percent women.

Now, LVMH wants to extend gender parity to its senior management positions, with a 50:50 balance between men and women this year.

Echo Day will be available to all LVMH employees globally through Shero, which is an internal media platform created to support women working at LVMH with their careers.

The EllesVMH Echo Day radio program this year will include interviews with women from LVMH, as well as representatives of house brands that won this year's Inclusion Index Awards, an internal honor that recognizes key initiatives to strengthen diversity and inclusion at LVMH brands.

STARTING TODAY, LVMH women employees' voices will also be heard in a series of 12 podcasts.

Produced for both internal and public audiences, the podcasts present inspiring women from LVMH who recount the day when they made a decision that really launched them on their career path, per LVMH.

Called "Tips to the Top", the podcasts are produced by journalist Karine Le Lot. For this celebration of women this

month, LVMH is honoring its women staff, some of whom hold jobs that are not necessarily associated with women.

The podcasts can be heard on [Spotify](#), [Deezer](#), Podcast Addict and [Ausha](#).

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