

FRAGRANCE AND PERSONAL CARE

LVMH diverts beauty resources to make hand sanitizers for French

March 16, 2020



Bernard Arnault is *Luxury Daily's* 2019 *Luxury Personality of the Year*. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French conglomerate LVMH stepped up to the plate by announcing that it will divert the resources of factories that produce perfumes and cosmetics to making hand sanitizers for French citizens.

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The effort is aimed at stemming the shortage of anti-viral products in France as the country tackles the coronavirus outbreak. The gels will be distributed free of charge to the French health authorities.

"Given the risk of shortage of hydroalcoholic gel in France, [LVMH chairman/CEO] Bernard Arnault has instructed the LVMH Perfumes and Cosmetics business to prepare its production sites to manufacture substantial quantities of hydro-alcoholic gel to be provided to public authorities," LVMH said in a statement.

LVMH is owner of brands such as Louis Vuitton, Christian Dior and Givenchy. It is the world's largest luxury group and will be hard hit by store closures worldwide.

Breaking out

An estimated 120 people have died from the COVID-19 coronavirus outbreak as the pandemic spreads worldwide.

Effective March 16, LVMH's Parfums Christian Dior, Parfums Givenchy and Guerlain will make and distribute bottles of hand sanitizers to hospitals in Paris and to the rest of France.

France has run out of hand sanitizers and protective masks in drug and grocery stores.

The country, like most nations worldwide, is banning large gatherings, closing public spaces and ordering stores and museums shut to avoid the spread of the coronavirus. French pharmacies are exempt from the closure order.

The United Kingdom asked British engineering firms to produce ventilators for the National Health Service.

Foxconn, one of China's largest electronics manufacturers, diverted resources from making iPhones to producing surgical masks as the country faced unprecedented shortages.

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