

FRAGRANCE AND PERSONAL CARE

Kering, LVMH accelerate support to coronavirus-embattled France with arrival of masks, hand sanitizers

March 23, 2020



LVMH has repurposed its Guerlain perfume labs to make hand sanitizers for French hospitals and medical facilities fighting to stave off the spread of the COVID-19 coronavirus. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury conglomerates Kering and LVMH are pitching in with masks, hand sanitizers and donations to defend their French homeland against the further spread of the COVID-19 coronavirus pandemic.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The two Paris-based rivals are diverting internal resources to display esprit de corps as France along with its Italian neighbor are walloped by rapidly growing COVID-19 cases that have slammed sales of luxury goods and services worldwide.

Caring, not sharing

Kering, owner of such brands as Italy's Gucci and the French Yves Saint Laurent and Balenciaga, has imported at its own cost 3 million surgical masks from China for imminent distribution to the French health service.

The French workshops of Balenciaga and Yves Saint Laurent are gearing up to make masks as soon as the pertinent authorities approve their manufacturing process and materials, keeping Kering employees' safety in mind as well.

Kering has also chipped in with a financial donation to France's Institut Pasteur to support its research into COVID-19.

These contributions come on top of those that Kering made recently in China and Italy.

Kering and its brands on March 11 made donations to the four major foundation hospitals in Lombardy, Veneto, Tuscany and Lazio in Italy.

Gucci also responded to a call to fashion companies from the Regione Toscana for surgical masks and medical overalls. The brand in the ensuing weeks will donate 1.1 million surgical masks and 55,000 medical overalls pending local authorization.

Prior to that, on Jan. 28, Kering and its brands announced a donation to the Hubei Red Cross Foundation to help fight

the spread of the COVID-19 coronavirus that originated in that Chinese province and then rapidly spread worldwide.



LVMH's Christian Dior is chipping in with making hand sanitizers for French hospitals as they battle the COVID-19 pandemic. Image credit: LVMH

Show of hands

LVMH has made equally impressive strides in the way it has turned around its manufacturing facilities at short notice to address the hand sanitizer and mask shortage in France.

The owner of such brands as Louis Vuitton, Guerlain, Christian Dior and Givenchy has reoriented its perfumes and cosmetics production units to make and distribute large quantities of hydroalcoholic gel free of charge.



LVMH hand sanitizer produced for Parisian hospitals coping with COVID-19 cases. Image credit: LVMH

In addition, LVMH is helping address the surgical mask shortage in France by buying from a Chinese industrial supplier.

The company will soon receive 7 million surgical masks and 3 million FFP2 masks each week for a total of 40 million masks donated to French hospitals and medical facilities.

The first masks will be delivered this week.

LVMH POINTED out that chairman/CEO Bernard Arnault arranged for the company "to finance the whole of the first week of deliveries, amounting to 5 million euros. The LVMH Group will assume management of the supply chain, delivery and custom clearance for all subsequent deliveries."

The Kering Group is playing its part in combating the Covid-19 pandemic in France.

In the days ahead, Kering will provide the French health service with 3 million surgical masks, which the Group will purchase and import from China. pic.twitter.com/exisHPpImH

Kering (@KeringGroup) [March 22, 2020](#)