

RETAIL

LVMH drafts Sephora, Mot Hennessy, Kendo, Fresh, Starboard, DFS and Marc Jacobs to help with US virus effort

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LVMH brands in the United States have been working with their local health authorities and communities as the fight against the COVID-19 coronavirus continues. Image credit: LVMH, copyright DR

By LUXURY DAILY NEWS SERVICE

While much attention has been lavished on French luxury conglomerate LVMH's efforts in France, Europe and China to help with the fight against COVID-19, its brands in the United States have been active in helping their local communities and causes.

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Among those leading the charge are Sephora, Mot Hennessy USA, Kendo, Fresh, Starboard Cruise Services, DFS and regional subsidiary LVMH North America.

"As the United States battles the new coronavirus, LVMH maisons in the country have joined the collective effort against the pandemic," LVMH said in a statement.

"The priority is to provide supplies for health authorities and aid both hospital staff and vulnerable populations fight the disease."

Paris-based LVMH is the world's largest luxury marketer, with 75 brands in its portfolio and U.S. jeweler Tiffany & Co. soon to join.

Along with French rival **Kering**, **LVMH** has been quite vocal with their support for health authorities combating the spread of the COVID-19 coronavirus as it shut down most of Europe, North America and India.

Hand from brand

It helps that LVMH has a vast brand network in the U.S. on which to lean.

Sephora, the leading beauty retailer nationwide, is helping two New York hospitals by donating product kits for healthcare personnel fighting COVID-19.

The San Francisco-based retailer has also upped its internal "Stand Together" fund to support employees who find themselves in difficult situations, LVMH said.

Sephora is encouraging its employees to pitch in with their skills to local communities, joining the LVMH beauty brands incubator Kendo group to debut two skills patronage programs through remote channels to address urgent needs created by the health pandemic.



Cosmetics brand Fresh is sending cleansers and moisturizer creams to isolation centers set up for homeless patients who have contracted the COVID-19 coronavirus, as well as healthcare professionals in several New York hospitals. Image credit: Fresh

Fresh, another LVMH cosmetics brand, is helping hospitals by sending 10,000 units of skincare products such as cleansers and moisturizer creams to isolation centers set up for homeless patients who have contracted the COVID-19 coronavirus, as well as healthcare professionals in several New York hospitals.

As an added bonus, Fresh has also welcomed a campaign called "Everyday Heroes" on its social networks, asking followers to nominate their heroes who are battling the virus daily.

A box of skincare products will be sent to these Everyday Heroes as a tribute to their work, the company said.

For its part, sea travel retailer Starboard Cruise Services has established a Web site to offer information and reassurance for employees during this challenging period, LVMH said.

To thank its teams for their exemplary attitude during the pandemic, Starboard is sending them gift sets of personal care products from its warehouses.

Also, at the request of majority-LVMH-owned airport retailer DFS, Starboard has donated surgical masks to compensate for supply issues.

Other brands such as U.S. fashion label Marc Jacobs is waiting for official approval to begin distribution of surgical masks. Suppliers in China, where the COVID-19 coronavirus originated, will ship the masks.

LVMH's helping hand extends to brands within its wines and spirits sector.

Mot Hennessy USA, for example, has donated funds to the U.S. Bartender's Guild and the National Restaurant Association Education Fund, both of which are helping workers who have lost their jobs in the sector ([see story](#)).



The Woodinville Whiskey distillery in Washington State is making thousands of liters of alcohol for healthcare uses. Image credit: Woodinville

LVMH's Woodinville Whiskey distillery in Washington State has also reorganized its production lines to make thousands of liters of alcohol for healthcare uses.

MEANWHILE, LVMH NORTH AMERICA will soon launch a pilot remote coaching program for New York students in underserved neighborhoods in partnership with the charity United Way of New York City, the company announced.

"This initiative helps nurture the future generation of talents while maintaining links with the working world," the company said in a statement. "These initiatives bring communities access to talents from the LVMH Group and strengthen solidarity at every level."

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