

RETAIL

LVMH, with 15,000 employees in China, lends helping hand during COVID-19 crisis

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LVMH brand Make Up For Ever opened a pop-up hair salon at its offices for employees unable to get their hair done elsewhere. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

China is one of LVMH's biggest markets, so it is no surprise that the French luxury conglomerate has extended a helping hand via its brands to aid the local efforts in curbing the COVID-19 coronavirus' spread.

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With 15,000 employees in China, LVMH sprung into action quite quickly as the pandemic played havoc with lives and livelihood in China. The company first took care of its employees and then broadened its support to the local health authorities.

Matriel help

LVMH as well as its Fendi, Rinowa, Mot Hennessy and Bulgari brands provided their teams with supplies of protective materials such as hand sanitizer and surgical masks.

The company made a donation to the Chinese Red Cross and supplied medical materials for Wuhan Anti-epidemic Center in Hubei province the epicenter of the COVID-19 outbreak.

Concurrently, employees of the LVMH Fashion Group in China joined a collective effort to donate much-needed surgical masks to the most exposed medical personnel in the country.

Bulgari alone donated more than 10,000 masks to the government of the Jing'an district in Shanghai.



China is LVMH's most important market for growth. Image credit: LVMH

Wuhan got special attention from LVMH brands as well.

For example, Fresh sent letters of support along with gifts to all employees who were in lockdown in Hubei province.

Fendi support its Wuhan staff by sending them much-needed packages of basic necessities.

Louis Vuitton in March organized an online "Caring Month," including health conferences, gifts to mark International Women's Day and regular calls to support employees.

Bulgari also put together an online fitness session in conjunction with International Women's Day.

Meanwhile, Make Up For Ever opened a pop-up hair salon at its offices for employees unable to get their hair done elsewhere, LVMH said.

All of these efforts were topped by financial contributions that LVMH and its brands have made in the past few weeks to authorities and organizations in France, Italy, United Kingdom, United States and China.

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