

MARKETING

LVMH on the line: News From Home is quick catch-up chat with group creatives

April 28, 2020



LVMH's News From Home is yet another innovation from the owner of Dior and Louis Vuitton to keep its audiences engaged through lively content as talent and customers are housebound in COVID-19 quarantines. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

"Hello how're you doing?"

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A phone call is not a phone call if French luxury conglomerate LVMH has anything to do with it.

In an Instagram-based series called News From Home, LVMH enlists a journalist to call some of the group's key creative executives to see how they are coping, working and staying inspired under the COVID-19 coronavirus lockdown.

Each episode is an exclusive, lighthearted conversation with the LVMH talent on how he or she has adapted to working from home, sources of inspiration and maintaining relationships with others with social distancing and quarantines in force.

In the first episode, Guillaume Henry, artistic director of **Patou**, describes how he is working on the house's next collection from home, his passion for the music of Boris Vian and his desire to see Paris again after being away for quite a bit.

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Sound On In this unusual period, catching up with friends and family is an essential remedy. For the days to come, we thought it might be nice to open up the circle so you can hear from some of our spokespeople directly. Starting with our creative talents! Listen to our first phone call with @Patou Artistic Director, Guillaume Henry, who tells us among other things about how the Maison continues crafting its future collection, how his team has launched a campaign in support of the World Health Organization and how listening to music while dancing on your own can brighten up your day. @guillaumemarcdamienhenry #StayHomeStaySafe #LVMHJoinsForces #PatouSeul #PatouGet her #LVMH

A post shared by LVMH (@lvmh) on Apr 22, 2020 at 7:40am PDT

The second guest on News From Home is Felipe Oliveira Baptista, creative director of **Kenzo**. What helps him stay balanced is drawing, soaking in the sunlight streaming into his little studio and following his yoga teachers remotely. But he admits he spends most of his time in front of screens to connect with his team and design garments.

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A post shared by LVMH (@lvmh) on Apr 24, 2020 at 6:21am PDT

In another episode, **Guerlain** master perfumer Thierry Wasser is shown surrounding himself with bottles of perfume during the lockdown, with the quarantine not affecting his creativity since imagination is "something we all carry inside us," regardless of location. He admitted reveling in the smell of cookies baking in the oven, optimistic about what the future holds.

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#StayHomeStaySafe #LVMHJoinsForces #LVMH

A post shared by LVMH (@lvmh) on Apr 26, 2020 at 12:44am PDT

The most recent episode is a conversation with Nicholas Kirkwood.

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been wearing lately. #StayHomeStaySafe #LVMHJoinsForces #LVMH

A post shared by LVMH (@lvmh) on Apr 28, 2020 at 6:23am PDT

Future episodes of News From Home will feature Christian Dior's Maria Grazia Chiuri, Fendi's Silvia Venturini Fendi, Loewe's Jonathan Anderson, Francis Kurkdjian and Bulgari's Lucia Silvestri.

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