

EDUCATION

## LVMH touts educational efforts for International Youth Day

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*Inside LVMH is one of the luxury group's many educational efforts. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury group LVMH Mot Hennessy is spotlighting efforts in support of equal access to employment to mark International Youth Day.

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Observed on Aug. 12, International Youth Day is meant to raise awareness of the need to ensure the engagement and participation of youth. LVMH has several long-running initiatives promoting youth employment, among other causes.

### LVMH initiatives

For years, Louis Vuitton has strengthened its ties to European schools through a program that gives students an immersive understanding of the luxury business.

The Inside LVMH program is open to students at 50 partner schools and universities, as well as those currently interning within the group. Through coursework that provides a look at the inner workings of LVMH's houses, the group is looking to present itself as an appealing future employer while also prepping students to potentially take on roles within its operations ([see story](#)).

Two LVMH houses, Bulgari and Loro Piana, also have special workstations for employees with disabilities ([see story](#)).

LVMH and its houses have also stepped up its youth outreach efforts in light of the coronavirus.



*Women@Dior focuses on gender equality and women's leadership for a responsible future. Image courtesy of Christian Dior*

The luxury group hosted a series of Live Chats between senior Maison leadership and high school students who have been impacted by school closures.

Christian Dior is also joining the UNESCO Global Education Coalition, building on an existing relationship between Dior-owner LVMH and the organization. Dior is the first luxury house to join the initiative, which aims to support countries in scaling up best distance learning practices for at-risk youth amid the COVID-19 pandemic ([see story](#)).

These wide-ranging efforts have helped bolster LVMH's reputation among young professionals.

LVMH has ranked as the most attractive employer among future graduates of business schools in Universum's survey for 14 years ([see story](#)).

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