

NONPROFITS

## LVMH announces commitment alongside French Ministry for gender equality, diversity and equal opportunities

November 25, 2020



*LVMH commits to gender equality initiatives on International Day for the Elimination of Violence against Women. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has pledged to fight for the elimination of violence against women in celebration of International Day for the Elimination of Violence against Women on Nov. 25.

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The French Ministry requested support from major businesses to help relay a public communication campaign made particularly urgent by the COVID-19 crisis both among employees and more broadly to external audiences through social networks. LVMH is fully committed to the cause, particularly since the majority of its 163,000 employees are women and women serve as the primary target for most of its products.

"To eliminate violence against women, we need to get all stakeholders in society involved," said Elisabeth Moreno, French minister for gender equality, diversity and equal opportunities, in a statement. "The commitment made by LVMH will enable us to provide an immediate and very practical response to a dire situation."

### Initiatives for equality

The position of women in society and especially in the workplace has been at the heart of LVMH's human resources policy, reflected in the international program **EllesVMH**, launched nearly 15 years ago. This global community of women at LVMH takes on social issues and stimulates the career growth of women with both personal and professional mentoring.

The program is joined by the Shero internal online platform and community, which features a range of content along with concrete resources to help women employees of LVMH thrive in their professional lives. Shero currently counts over 42,000 members, of whom 30 percent are men.

Many LVMH maisons are directly engaged in efforts to combat violence against women.

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commitment made by LVMH will enable us to provide an immediate and very practical response to a dire situation." Elisabeth Moreno <https://t.co/jeUooVusXw>  
[pic.twitter.com/Rwz8Su8Fmz](https://t.co/jeUooVusXw)

LVMH (@LVMH) November 25, 2020

Beauty retailer Sephora has partnered with Women & Safe Children, a multidisciplinary association specialized in victimology and psycho-traumatology which helps women, children and adolescents who have been victims or witnesses to violence. For the past two years, volunteers from the beauty retailer have organized "solidarity sales," with all proceeds going to the association.

The in-house program Sephora Cares provides a range of resources for staff confronted with domestic violence. Additionally, the Sephora Stands Together Fund offers short-term financial assistance, employees can benefit from temporary leave thanks to an internal time donation scheme and job mobility is facilitated.

In the United States, LVMH and 11 of its brands have helped organize a workshop for women as part of the Coalition for the Homeless First Step program, in partnership with United Way of New York City.

LVMH spotlighted efforts in support of equal access to employment to mark International Youth Day 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 ([see story](#)).