

COMMERCE

LVMH taps young professionals to share career advice

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LVMH assembled panels of young professionals to answer prospective employees' questions. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is engaging fashion and business students with a new social media campaign.

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LVMH invited students and young prospective employees to submit questions about pursuing fulfilling careers in luxury. The group assembled a panel of young professionals to share their LVMH experiences and work advice in a video series.

Career advice

According to LVMH, hundreds of questions were submitted from around the world, with the majority coming from students based in Europe, the United States and China.

LVMH tapped 17 early-career employees from different regions and maisons, including Christian Dior and Louis Vuitton, to answer students' questions. The panel represented several departments as well, including human resources, marketing, merchandising and design.

Employees shared their perspectives about working at LVMH

Topics discussed in the short videos include why LVMH is a good place to start a career, misconceptions about the luxury industry and the group's career development practices.

Among the platforms LVMH leveraged to field student questions was professional networking site LinkedIn.

LinkedIn provides a massive network for brands to connect with industry professionals and prospective employees in innovative and creative ways. This is especially crucial as many corporate employees continue to work remotely, making it more challenging for management to keep workers engaged.

The LinkedIn post encouraging questions about pursuing a career within the LVMH ecosystem attracted more than 15,000 views, 150 comments and 1,635 likes ([see story](#)).

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