

APPAREL AND ACCESSORIES

LVMH, supporting young talent, tops list of attractive employers

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This is the 16th consecutive year that LVMH was ranked first in most attractive employees among students at business schools. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is once again being lauded as a desirable place of employment by French students.

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This is the 16th consecutive year that LVMH was ranked first in most attractive employees among students at business schools. The results reflect the prominent appeal of the LVMH group and its maisons, as well as its continued dedication to identifying and supporting the next generation of talent.

The 2020 ranking, which measures the attractiveness of French companies, was based on a survey of over 35,000 students at 169 universities in France. The survey was conducted between October 2020 and February 2021.

Finding the future

LVMH has implemented several efforts and initiatives to connect with and support students, especially those interested in fashion. While LVMH was ranked first among business students, the group also ranked 18th among those studying engineering or IT.

The conglomerate is no stranger to the Universum ranking, having previously surpassed other notable companies as the most desirable employer among experienced managers who graduated from business schools as recently as 2019 ([see story](#)).

The group aimed to support young talent in the midst of the pandemic, as more than 4,800 interns and apprentices joined LVMH or one of its maisons along with 855 recent graduates. Producing numerous programs and resources for students has proven to be fruitful for LVMH.



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

Earlier this year, LVMH engaged fashion and business students with a new social media campaign that invited 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 ([see story](#)).

Launched in March, the Inside LVMH platform is currently offering students access to exclusive content and events shared from different maison executives and their teams, as well as insights into the challenges of the luxury industry.

To reach talent around the world, the Inside LVMH China edition offers a behind-the-scenes look at the group's activities in the country through a WeChat mini program. LVMH has also offered 600 students in 11 Chinese cities tours of their stores to get a better understanding of retail careers.

LVMH has also worked on targeting recent graduates for employment opportunities. The conglomerate supports the 1Jeune1Soluton platform introduced by the French government, posting all internships available across the group.

Another online event called "Start Your Journey With LVMH" was launched at the beginning of 2021 in partnership with eight French business schools, connecting LVMH managers and human resource specialists with students for internship opportunities.

Next, LVMH is hosting its online Village des Mtiers d'Excellence Vocational training fair until April 30 and presents more than 30 training programs in creative, craft and retail professions, proposing more than 400 work-study contracts for the fall 2021 session.

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