

APPAREL AND ACCESSORIES

LVMH expands partnership with Central Saint Martin

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Central Saint Martin student Scarlett Yang's biodegradable lace creation. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is continuing its partnership with design school Central Saint Martin, launching Maison/0 for regenerative luxury.

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The program will be based on five pillars for a period of five years. This is a new phase of the conglomerate and school's partnership, aiming to help design a better future and respond to environmental emergencies through creative education.

"This thirst for transmission is at the core of our human resources philosophy, and at the heart of our success as a group," said Chantal Gaemperle, LVMH executive vice president human resources and synergies, in a statement. "The new phase of our partnership enhances our continuous commitment to support students, especially in the current situation and to pass down our knowledge and savoir-faire to new generations."

Maison/0 and the five pillars

The first pillar is the LVMH scholarships to support creative and environmentally engaged artists, designers and makers. Since 2012, LVMH has supported 40 students in BA and MA courses, leading to the recruitment of some of these graduates by LVMH Maisons.

The second pillar is research and development for biodiversity, circularity and transparency, aligned with the LVMH environmental strategy, LIFE 360. Maison/0 is serving as a creative platform for all students looking for solutions in terms of innovative processes and materials.

Maison/0 for regenerative luxury CSM x LVMH

The third pillar is a curriculum across disciplines. Professor Carole Collet, director of Maison/0, is designing a new course, MA Regenerative Design, for 2022 as part of these new creative curricula for a regenerative future. The fourth pillar consists of creative collaborations between students, graduates and LVMH through student and graduate-led engagement.

Fourth pillar projects will generate ideas to address the climate and biodiversity emergency and shared challenges.

The final pillar is the Maison/0 Awards: the "Green Trail," which highlights the best nature-positive graduating projects across design disciplines.

The 2020 Green Trail winning projects, selected from 27 finalists, spanned disciplines including industrial design, fashion and furnishings. Last year's winners covered a wide range of challenges ([see story](#)).

"All of our products come from the environment," said Antoine Arnault, image and environment, LVMH, in a statement. "This is why it is crucial for a group such as ours to lay the foundations for a new form of regenerative luxury, a new alliance between creativity and nature."

The partnership aims to foster and educate future talent about sustainability in the luxury industry.

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