

EDUCATION

LVMH inaugurates Jean Arnault Campus with EDHEC business school

July 9, 2021



From left to right, Bruno de Pampelonne, Brigitte Macron and Bernard Arnault. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has collaborated with EDHEC business school and vocational training institute L'Institut des Vocations pour l'Emploi (LIVE) to support a new campus encouraging entrepreneurship and innovation.

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Bernard Arnault, chairman and CEO of **LVMH**, joined France's First Lady Brigitte Macron, president of **LIVE**, and Bruno de Pampelonne, chairman of **EDHEC**, to inaugurate the Jean Arnault Campus in Roubaix on July 9. The site will welcome its first students and entrepreneurs this fall.

Family legacy

The Jean Arnault Campus, located close to EDHEC's primary site in Roubaix, was created in the former offices of the construction founded by Mr. Arnault's grandfather.

Over three generations, the Arnaults have built the family business from its origins in northern France into a leading global group. The new campus is indicative of how the family continues to foster that same entrepreneurial spirit in others.

"The Jean Arnault Campus pays tribute to my father and to our entrepreneurial roots in Roubaix," said LVMH's chairman and CEO. "This is where my grandfather and my father laid the foundations of what has become one of Europe's most prominent groups.

"With the creation of this campus in partnership with EDHEC and LIVE I want to honor the values of hard work, bold thinking and perseverance that have long motivated the entrepreneurial families of this region in northern France," Mr. Arnault said.



The Jean Arnault campus. Image credit: EDHEC

Architect Frank Longueval was tapped to transform the site. Designed by Jean Arnault in 1971, the main building has been restored and now offers state-of-the-art teaching facilities.

The building's second floor is home to the EDHEC Entrepreneurs incubator, where selected startups can receive comprehensive support to launch their businesses. The program, beginning with about 250 students and entrepreneurs, will emphasize sustainable and responsible business practices.

The third floor will host the first Roubaix class of LIVE, starting in September. Local partners will identify candidates for the six-month program, in which they will be supported by an educational team to pursue new career paths.

Since its launch in September 2009, LIVE has helped more than 200 adults rejoin the workforce. The French vocational program also has campuses in Clichy-sous-Bois and Valence.

LVMH has numerous initiatives supporting education and career training.

In 2019, the luxury group worked with design school Polimoda to train the next generation of leather artisans with a new course, Leather+. The classwork included 500 hours at the Polimoda Design Lab in Scandicci, Italy and 400 hours of training at LVMH, giving students a feel for how leather making works at a company ([see story](#)).