

APPAREL AND ACCESSORIES

LVMH, Elle celebrate craftswomen with Prix des Artisanes

July 30, 2021



LVMH is supporting craftswomen in fields including fashion and wine and spirits. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is partnering with *Elle* magazines on a new prize honoring and supporting craftswomen.

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Applications are now open for the first edition of the *Prix des Artisanes* from **LVMH** and *Elle*, *Elle Table*, *Elle Dcoration* magazines, in association with l'Institut National des Mtiers d'Art and the Chambre des Mtiers et de l'Artisanat. Preserving skills such as gem cutting or cellar master is essential for LVMH, since craftsmanship is a key pillar of luxury.

Celebrating craftswomen

Prix des Artisanes is open to women working in four categories: fashion, design, wine and spirits and preservation of French patrimony, or heritage.

Little-known but highly skilled trades such as *plumassire*, or feather worker, and stonemason are closely associated with both French heritage and luxury artisanship. According to *Elle*, however, women only represent 10 percent of craftspeople in these smaller fields.

Across its maisons, LVMH is the globe's largest employer of craftspeople with more than 200 mtiers d'excellence, or trades of excellence.



Applications for Prix des Artisan(e)s close on Aug. 31. Image credit: LVMH

To apply, candidates must be the head of their companies for at least five years and actively share their expertise with others, such as apprentices or otherwise working with students and trainees.

Finalists for each of the four categories will present their projects and achievements to a jury featuring Antoine Arnault, head of image and environment at LVMH; Chantal Gaemperle, executive vice president human resources and synergies at LVMH; Victoire de Castellane, artistic director at Dior Joaillerie and several editorial staffers from *Elle* magazines.

A winner will be named in each category, with prizes awarded at Fondation Louis Vuitton in Paris on Oct. 14.

Each winner will receive significant media coverage across *Elle* magazines and receive professional support and mentorship.

Earlier this month, LVMH 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.

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. The site will welcome its first students and entrepreneurs this fall ([see story](#)).

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