

EDUCATION

LVMH highlights educational initiatives on International Youth Day

August 12, 2021



LVMH-owned Sephora has supported the Operation Smile organization for several years. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury group LVMH Mot Hennessy Louis Vuitton is making efforts to strengthen its commitment to several educational initiatives in honor of International Youth Day.

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LVMH has added a new scope to its international program called Inside LVMH, a digital platform that educates students and graduates on careers in the luxury industry. The luxury group's maisons have also fostered several programs that educate and assist students from various communities.

LVMH youth efforts in 2021

Last year, LVMH Mot Hennessy also spotlighted efforts in support of equal access to employment to mark International Youth Day.

Observed on Aug. 12, International Youth Day is meant to raise awareness of the need to ensure the engagement and participation of youth. LVMH has several long-running initiatives promoting youth employment, among other causes ([see story](#)).

Across the world, brands within LVMH continue to invest in youth educational programs and overall efforts to reach the next generation.

Swiss watchmaker Tag Heuer is continuing its support of United Way of NYC, a nonprofit that works to provide education to underserved children. Through the partnership, a new library was introduced in June 2021 at the Mill Brook Community Center in the South Bronx.

Twenty-five employees from jeweler Tiffany & Co. supported the Lower Eastside Girls Club, providing mentorships to girls in high school and college. As part of an inclusion initiative, Louis Vuitton Americas began a project with the organization A Better Chance, a nonprofit that aids young people of color in becoming well-educated by attending high-achieving boarding, day and public schools in the United States.

In the Asia-Pacific region, Sephora China developed the Smile Program, in collaboration with Operation Smile, which focuses on providing services for children with cleft lip and palettes.

In Italy, Bulgari continues to support Save the Children in providing education to children at risk, an organization the brand has supported since 2009.



Dior supports the Charliize Theron Africa Outreach Project Youth leadership program. Image credit: Charliize Theron Africa Outreach Project Youth

France's Dior continues to support the Charliize Theron Africa Outreach Project Youth (CTAOP) Leadership Program, which recently developed scholarships to help aid the leaders of tomorrow, including several young women who show commitment to their communities in Africa. Dior pledged to cover the 2021 scholarships for four years.

The Louis Vuitton/UNICEF initiative continues supporting children affected by conflicts and natural disasters, having helped collect almost 1.3 billion dollars for children in emergency situations since its launch in 2016.

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