

APPAREL AND ACCESSORIES

LVMH looks for younger, more diverse talent

September 23, 2021



Class at LVMH's L'Istituto dei Mestieri. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is accelerating its human resources and corporate social responsibility policy by aiming to recruit 25,000 individuals under the age of 30 by the end of 2022.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The group has also launched several new initiatives providing access to training and employment for young people from diverse backgrounds. By the end of next year, LVMH plans to bring in new employees through nearly 5,000 internships or apprenticeships, as well as 2,500 permanent contracts in France.

"For the past 16 years, LVMH has stood as the most attractive company for business school students in the Universum France ranking," said Chantal Gaemperle, director of human resources and synergies at LVMH, in a statement.

"At a time when the COVID-19 crisis has particularly affected the younger generations and impacted their employability, LVMH intends to accompany and support them in a concrete way to build their careers," she said. "Beyond the recruitment figures, it is essential for the group to commit to the employability of young people by improving the visibility and knowledge of our expert trades."

Internal talent

After a successful pilot project, LVMH will open access to its educational platform [Inside LVMH](#). Here, young people may learn more about the different luxury sectors and prepare for roles in the industry at no cost.

The platform has more than 16,000 registered users after launching its pilot in the spring with partner schools, interns, apprentices and young talent within the group.



Every year, the group presents the LVMH Innovation Award during VivaTech, an annual showcase for the digital transition that brings together startups and innovation leaders. Image credit: LVMH

With 50 hours of exclusive content contributed by luxury experts, including employees, HR staff and managers from LVMH and its brands, LVMH is opening the doors to its six luxury business sectors.

In addition to this content, the platform also offers a training program granting a certificate of completion.

The curriculum includes 30 hours of content via modules and case studies, and delivers the "Inside LVMH" certificate upon completion. More than 3,000 registered users obtained this certification during the pilot, with the top 400 earning the opportunity to receive mentorship from an LVMH employee.

A new "Inside LVMH" certification session will open on Sept. 28.

Additionally, through its "Mtiers d'Excellence" program, LVMH will focus on preserving and teaching skills and recruiting in the craft and sales professions.

Last week, the group opened applications for new companies interested in participating in La Maison de Startups, which aims to foster collaboration between LVMH maisons and startups in striving towards continued innovation and creativity.

The program is addressing industry challenges including brand awareness, the use of data/artificial intelligence, supply chain and operations and sustainability ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.