

APPAREL AND ACCESSORIES

## LVMH presents new brand signature, Craft the Future

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*A new video series will illustrate the new brand signature. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is embracing a new brand signature, unifying its philosophies across its maisons.

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A new video series will illustrate the new signature, "Craft the future," providing portraits of those who work diligently to make the conglomerate what it is. The inaugural episode of the series spotlights Cathelijne, who works on LVMH's sustainability strategy regarding raw materials.

"I've always had a bond with nature," said Cathelijne in the first film. "And one of the specificities of luxury is precisely this bond with nature, creativity."

Everything needs meaning

According to the LVMH website, to "craft the future" is inspiring, challenging, connecting and supporting the next generation of its employees.

Each portrait in the accompanying video series will illustrate the ways the group's employees are shaping the future of luxury with their disparate talents and creativity.

In the first episode, Cathelijne discusses her role and efforts in LVMH developing practices that best serve the company's sustainability and environmental goals.

"Everything needs meaning, and in luxury, this meaning comes from the ability to transform and to give back to nature what we borrow from it," she says.

LVMH will be posting eight additional episodes on its website and social media platforms through the beginning of 2022.



*An earlier film series highlights various LVMH talent who embrace their disabilities while changing the way disabilities are seen in the luxury industry. Image credit: LVMH*

Earlier this month, LVMH examined the strength in vulnerability, committing to fostering an inclusive talent community with a new video series.

In celebrating International Day of Persons with Disabilities on Dec. 3, the group and its brands shed light on some of the people who are actively fostering a more inclusive workplace with its new "Looking Beyond Disabilities" video series. LVMH hopes to dispel preconceived notions regarding disability and the luxury workforce and ultimately break the stigma ([see story](#)).

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