

APPAREL AND ACCESSORIES

LVMH donates more than \$5M to Ukraine aid efforts

March 2, 2022



LVMH has more than 150 employees in Ukraine. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has announced an emergency donation to aid efforts for Ukraine.

On March 2, the group announced it was donating 5 million euros, or \$5.6 million at current exchange. LVMH stated it was closely monitoring the events in Ukraine and that the group stands with everyone severely affected by the war.

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Aid for Ukraine

LVMH expressed immediate concern and appreciation for its 150 employees in Ukraine. The group is concerned regarding the employees' safety and is providing them with financial and operational assistance.

The group also made its emergency donation of 5 million euros to support the International Committee of the Red Cross (ICRC) to help those affected by the war. LVMH is also launching a fundraising campaign in support of the ICRC, calling on contributions from employees across the group and its 76 maisons.



Ukraine and Russia have been in a military conflict since 2014. Image credit: Fairmont Grand Hotel Kyiv

The LVMH Heart Fund, an initiative that supports the group's staff globally with emergency financial aid and psychological resources ([see story](#)), has also been activated. The initiative is supporting all of LVMH's employees, especially those directly affected by the war.

On the same day as this announcement, *Vogue Ukraine* called on several fashion and luxury brands to impose an embargo on Russia. LVMH was one of the brands named directly in the Instagram post ([see story](#)).

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