

RETAIL

LVMH closes retail stores in Russia amid invasion

March 7, 2022



The group has ceased commercial operations as Russia continues to invade Ukraine. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is temporarily shutting down its retail operations in Russia, as it stands with Ukraine amid the current geopolitical conflict.

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As of March 6, all 124 physical stores owned by the group in Russia are closed, with no details on when they would resume operations. The United States, United Kingdom and European Union have all imposed strict sanctions on Russia, most of which involve severing business ties with the country.

Taking a stand

LVMH is following closely behind its counterparts, such as Hermès, Richemont and Burberry, who have spoken up on the matter by either pausing commercial operations in Russia or donating to Ukraine.

Burberry announced its plans to aid relief efforts with a donation to the British Red Cross Ukraine Crisis Appeal. It was among the first luxury brands to publicly address the war ([see story](#)).



Burberry was one of the first luxury players to speak up on the Russia-Ukraine conflict, and more are following suit. Image credit: Burberry

Cond Nast's Vogue Ukraine called on fashion and luxury brands to place an embargo on Russia as the country's invasion of Ukraine continues to unfold.

In an Instagram post from March 2, the publication implored brands to cease any collaborations on Russia's market. Vogue Ukraine also appealed specifically to several luxury brands to cease working with the country, tagging brands in the post ([see story](#)).

According to [Reuters](#), a spokesperson for LVMH confirmed its 3,500 employees in Russia would continue receiving their salaries and benefits despite the closures.

Last week, LVMH announced an emergency \$5.6 million donation to aid efforts for Ukraine. The group stated it was closely monitoring the events in Ukraine and that the group stands with everyone severely affected by the war ([see story](#)).

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